

Gift Cards

The Gift Card feature allows you create and sell your own Gift Cards that customers can then redeem in-store and online.

They can be fully or partially redeemed and used in conjunction with other forms of payment, such as cash and card. Gift Cards are a great marketing tool, retailers can use them to drive traffic to stores and online, help retain loyal customers and much more.

How it Works in CharityStore



When you sell Gift Cards in-store the system requires the Gift Card barcode to be scanned in, this then activates the card. So if you do set expiration dates it will start from the date the card is sold.



Gift Card purchases, redemptions and balance enquiries can be done on the till or online via a SOAP link.



Simply scan the Gift Card's unique barcode at the till for speedy transactions. Online customers simply enter the 16 digit barcode.



Retailers can decide if they want to collect the customer details when selling Gift Cards. They can make it mandatory, choose to collect details when possible or ignore the collection of details. However, collecting customer details is a great way to build up your marketing list.



When a card is redeemed the till operator chooses the Gift Card method of payment and scans the card, CharityStore will ensure the card is valid and then deduct the relevant amount. This can be a partial or full redemption.



The system is incredibly flexible and Gift Cards can be sold and redeemed in different currencies. So if you have a number of online shoppers abroad or even if you have a store abroad your overseas customers can purchase your Gift Cards in Euros or Dollars and so forth and redeem them online and in-store.



Find out how Gift Cards are performing at a touch of a button with our dedicated and assimilated Gift Card reports.



CharityStore Gift Cards are termed 'closed loop', this means they can only be redeemed with your business and not other retailers. 'Open loop' cards allow consumers to redeem cards with a variety of businesses that are signed up to specific Gift Card schemes.

Why Offer Gift Cards?



Consumers love Gift Cards, they make convenient and welcome gifts especially for those hard to buy for family and friends, below are a few stats on how much us Brits love a Gift Card.

- **On average, shoppers spend 40% more than the value of the card on purchases in-store or online**
- **Approximately £5bn Gift Cards are purchased in the UK each year**
- **In 2014, the market growth was expected to be between 3 and 4%**
- **74% of cards sold to consumers were sold in retail outlets**
- **70% of cards issued are plastic cards with only 30% being paper based vouchers**

*Statistics from the UK Gift Card & Voucher Association

Customise It



Why conform when you can customise? Every business is different as are their customers and with our Gift Card system retailers can customise it to suit their needs rather than use a generic, run of the mill system. You can do the following:

- Offer set values or open price cards.
- Option to add an expiry date.
- Amend card expiry dates and values for customer service issues.
- Accept Gift Cards online as well as in-store, via a SOAP link to third party websites.
- Set whether refunds will be accepted on Gift Cards.
- Make online Gift Cards more secure by adding a scratch panel and a three digit PIN. This acts like a CSV code on the back of bank cards.
- We can design your own cards. Have different cards for times of year or different themes, such as Happy Birthday cards, or have a single design.
- The Gift Card system is incredibly easy to set up in CharityStore and once you have your cards designed and printed you can simply import the card numbers into CharityStore via a spreadsheet.



The Benefits of Gift Cards

- ✓ Customise the Gift Card system to suit your business
- ✓ Gain new customers and increase footfall
- ✓ Gift Cards increase sales, statistics show shoppers tend to spend 40% more than the value of the Gift Card on average
- ✓ Plastic Gift Cards are more secure than paper gift vouchers and can be scanned using a barcode like any other product, making it quick and easy to process the sale, redeem or check a balance
- ✓ Gift Cards can be displayed openly in-store as they contain no value until they are activated Additional PIN number can be added to the cards for extra online security
- ✓ Easy to sell as no customer details need to be taken and the recipient can redeem the card anonymously (though retailers can choose to collect customer details if they want)
- ✓ Authorised staff can adjust a Gift Card's expiry date or balance, which is an excellent tool for customer service and potentially dealing with customer complaints
- ✓ Can be used as a form of marketing to bring customers in-store e.g. £10 Gift Card which expires after one month
- ✓ The till operator can check when and where a Gift Card has been spent in case of any disputes
- ✓ Any issue, redemption or adjustment to a Gift Card is immediately available in every store and online via a SOAP link to give better customer service
- ✓ Gift Card data is stored in the cloud so retailers can decide their own policy on what to do if a customer loses their Gift Card
- ✓ Monitor card issuing and redemption activity across cards, locations and till operators to identify any unusual patterns using reporting and history logs
- ✓ Retailers can identify and account for the value of credit remaining on cards issued and when that credit expires using the included reporting
- ✓ Retailers who sell in different countries and currencies can use a single Gift Card system

CharityStore

Powered by **Cybertill**



Call: **0800 030 4432**

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The Gift Card module is only available in Cybertill's latest iteration in RetailStore or CharityStore Two.

If the Gift Cards are to be used with a third party website via a SOAP link it is the retailer's responsibility to set up the functionality to how they want.

Please note for online purchases a physical Gift Card would need to be sent to the customer. The system does not currently support the issue of an electronic voucher.