



INFORMATION PROVIDED BY:

Valutec
A Metavante® Company

BETTER UTILIZING YOUR GIFT CARD PROGRAM

There are many ways that you can use your Valutec Gift Card program in your store to:

- Compete with the “Big Box” retailers in your area
- Increase customer foot traffic into your stores
- Increase customer satisfaction
- Drive customers to purchase your more profitable products
- Reward repeat customer business and drive “Bounce Back” shopping
- Make your private sales and advertising campaigns more profitable and measurable

.....And many more! Here are some tips to get you started.

CUSTOMER SUPPORT

Valutec is here to help if you need any assistance leveraging your gift card program to your customers.

Contact your

Sales Representative for more information.

- Your customers can now purchase gift cards good at your store only to give as gifts. Advertise their availability every chance you have.
- You can use gift cards for charitable donations when requested.
- In-store credits & returns – put the value back on a gift card rather than giving cash back.
- You can give gift cards to customers to resolve customer complaint issues, (examples - missed delivery time or out-of-stock issue)
- Damage occurs during delivery
- General customer dissatisfaction

- Incorporate the gift card into a direct mail campaign and sales event – send out a pre-loaded promotional gift card as part of a private letter sale announcement and invitation to further encourage customers to come in and shop with you.
- Load the promotional gift cards with random “Mystery” amounts so the customer has to come in to your store to find out exactly how much they have to spend with you.
- Load all cards with a pre-set amount high enough to drive traffic and customers to come in and shop.
- You can set a minimum qualifying purchase amount on which the card can be used to protect your margins and ensure a larger purchase when using the promotional card.
- Include a promotional gift card in any direct mail campaigns you run for advertising. Offer your customers a promotional gift card good towards future purchases as a reward for their current purchase – this promotes “Bounce Back” shopping.
- Drive customers to your higher margin items by offering a higher value promotional gift card with “qualifying purchase.”
- Replace your current cash rebates with a promotional card loaded with that same value so you are guaranteed they can't spend that money anywhere but back in your store.

