



INFORMATION PROVIDED BY:



BETTER UTILIZING YOUR GIFT CARD PROGRAM

There are many ways that you can use your Valutec Gift Card program in your salon, barber shop, day spa, nail boutique or store to drive sales, streamline operations and maximize profits:

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.

- Compete with the “Big Chain” salons, barber shops in your area - distinguish your business from the clutter and competition.
- Increase customer foot traffic into your stores.
- Increase customer satisfaction and raise market presence and awareness.
- Reward repeat customer business and drive “Bounce Back” shopping.
- Make your private sales, events and advertising campaigns more profitable and measurable.

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

- Your customers can now purchase gift cards good at your salon only to give as gifts or thank-yous. Advertise their availability every chance you have.
- You can use gift cards for charitable donations when requested.
- You can give gift cards to customers to resolve customer complaint issues (example - missed appointment time)

- Perceived poor service or bad salon experience
- General customer dissatisfaction
- Reward your regular customer with a gift card for their next visit!
- Gift cards are a bold billboard in your customer’s wallet and purse.
- Pass out pre-loaded cards at special events to drive new customers to your store and salon.

