



INFORMATION PROVIDED BY:



BETTER UTILIZING YOUR GIFT CARD PROGRAM

There are many ways that you can use your Valutec Gift Card program in your restaurant to drive sales, streamline operations, and maximize profits:

- Compete with the “Big Chain” restaurants in your area
- Increase customer foot traffic into your stores
- Increase customer satisfaction
- Reward repeat customer business and drive “Bounce Back” dining
- Make your promotions and advertising campaigns more profitable and measurable

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

- PromMail** - Send pre-loaded gift cards via direct mail to targeted geographic areas as a means of getting new customers in the door or to notify customers of new store openings or new menu items
- Mention gift cards prominently in newsletters, customer emails, or ads that are seen by current and potential customers.
- Create gift card sales quotas for individual waitresses or waiters – create sales contests around gift card sales.

- Create gift card visibility in your restaurant in as many locations as possible – front door (decals), outside (signage), inside (table tents, signs, employee buttons), and on your receipts.
- Use gift cards to resolve Customer Complaint Issues (i.e. missed delivery time, poor service or bad dining experience, and general customer dissatisfaction)
- Reward Regular Diners with a gift card for their next visit.
- Pass out Pre-loaded Cards at special events to drive new customers to your restaurant.
- Extend a Rewards Program to increase customer loyalty with key chain cards.



CUSTOMER SUPPORT

Valutec is here to help if you need any assistance

leveraging your gift card

program to your customers.

Call us with any

questions at :

1-800-509-0625