

Electronic Gift Card Plus FAQ

All you need to know about starting up with Gift Card



Gift Card
It's a gift!





General Questions

Why should I get gift cards?

Gift cards are a new alternative to paper gift vouchers. They can be openly merchandised like any other product and don't need to be kept in a locked drawer like paper gift vouchers. This will drive impulse purchase and increase your sales. In addition, there is no reconciliation required (we do all that for you online) and fraud and theft are reduced (they aren't active until you activate them with an amount on a terminal).

What are your cards made from?

Our cards are made from PVC plastic – just like your bank card.

Can I see an actual plastic card sample with my design?

We don't produce samples of cards for signoff but we will send you a proofing sheet by email for you to sign off your card design. Once received, all you have to do is send us back a note signing off your design.

What is the minimum order?

The minimum order for standard cards and/or carriers is 100 at a cost of £99/€115, carriers are not included and can be purchased separately

Does the price include P&P?

No, P&P is charged at a fixed rate and is highlighted in the basket when you are ordering on www.elavongiftcard.co.uk (.ie). All card and carrier orders are sent by courier.

How long will it take to print my order?

Card production takes 2-3 weeks from approval of your design (a PDF proof of the design will be sent to you by email).

Can I have more than one card design?

Yes, you can order as many types of cards as you wish to on www.elavongiftcard.co.uk (.ie). If you order multiple cards, please be sure to clearly state which four lines of text relate to which card design. Currently there are 26 designs of card to choose from.

How do I merchandise them?

Effective merchandising is the key to gift card success – treating them like another product and merchandising them as such will increase impulse purchase and overall sales, particularly in busy gifting periods (Christmas, Easter, Mothers and Fathers Day etc). POS units are available for purchase on www.elavongiftcard.co.uk (.ie)

How Gift Card Works

Are gift cards complicated to use?

No, selling and redeeming a gift card is as easy as doing a credit/debit transaction. You will be provided with full instructions on both the terminal and Card Manager portal (where you can set-up, manage and report on your gift card programme) when you subscribe for gift card.

How long does a transaction take?

We have found a gift card transaction to be as quick, if not quicker, than a standard debit/credit transaction.

If the terminal stops working can I still accept gift cards?

No, in order to protect you, all transactions have to happen in real-time, in an online fashion. If the terminal isn't functioning you will not be able to sell or redeem gift cards. This will protect from fraudulent usage (someone using the same card multiple times). You will, however, be able to activate and redeem cards through Card Manager, our online Merchant portal.

If my phone line is down can I still accept gift cards?

No, in order to protect you, all transactions have to happen in real-time, in an online fashion. If your phone line isn't functioning you will not be able to sell or redeem gift cards. You will, however, be able to activate and redeem cards through Card Manager, our online Merchant portal.

What happens if the call gets cut off mid-transaction?

If the call gets cut off mid-transaction, the terminal recognises this and, when the line comes back, the terminal software will retry the transaction until it does go through.

If I am unsure if the card has gone through, how can I check and verify?

The receipt produced by the terminal will be a clear indication. Other than that you can check the card on Card Manager.



How else can I use my cards?

To realise a maximum return on your investment, don't just "sell" gift cards to customers; instead, make them a valuable part of your business. If you use your card programme as a replacement for cash, coupons and vouchers, many more uses for those same cards start to emerge, including:

- Spending Cards – Customers simply credit an amount to the card and then use that credit over multiple visits. Think of a Starbucks type card or an easy way for parents to manage student spending . Customers can check their balance and transactions on www.showmybalance.com and you can incentivise them to top up with 'extra free' – 20% extra when you load £50.
- Savings cards – Offer your customers an easy way to save for big occasions like Christmas or Weddings. They can present their card and load funds to it as many times as they like. They benefit from paying for goods and services over a period of time and you benefit from the guaranteed spend and actually having the funds in your bank account.
- Rewards Cards – Use your cards to reward customer loyalty. Every time they visit or spend in your store, load some credit onto their card and, if you have quieter periods, why not offer double rewards to incentivise footfall during those periods.
- Refunds Cards – Don't let refunds walk out of your store. Put the refunded amount back on to one of your gift cards – it will have to then be spent in your store at a later date.
- Promotional Cards – Incentivise footfall during quieter periods by using your cards for promotions. Simply load, say, £5 or £10 onto 100 cards (using the bulk load function in Card Manager) and have your staff hand them to passers-by or distribute at corporate offices, churches, schools, apartment buildings, and other sites to target potential customers. If those people use those cards, you benefit from the up-spend. If they don't, the promotion has cost you very little.
- Customer Service: Turn a bad experience into a loyal customer by loading value on a card and asking the customer to come back and give your business another chance. The incentive – combined with your service promise – can lead to a long relationship.

Ordering your Cards

How can I order gift cards?

Simply visit www.elavongiftcard.co.uk (or .ie in Ireland) and, on the home page click 'Buy' or, in the left hand menu, click your business sector to see sector specific gift card designs.

Do you have designs that will suit my business?

In total there are 26 designs of card on the site, everything from a plain white card (onto which you can put your own logo and text), to sector themed cards (restaurants, hotels and bookshops, to name but three), to general gift cards for any type of business.

What can I put on my card?

We recommend that less is definitely more! On one of our standard card designs, you can add a maximum of 4 lines of text with a maximum of 20 characters per line (including letters, numbers punctuation and spacing). On a plain white card you can add your logo and up to 4 lines of text. When going through the checkout process you will be prompted to enter your text and, if you wish to, upload your logo.

How much do cards cost?

Cards cost from as little as £99/€115 for 100 cards. Personalisation (adding up to 4 lines of text which can include your business name, address, www or phone number for example) is included in the card price.

How do I pay for my order?

Your order will be included in your next monthly merchant billing statement and deducted from your settlement amount as per the usual monthly billing process.

How do I add text to my card?

You can add your 4 lines of text in Step 1 of the checkout process.

Where do I upload my logo or full custom card design?

You can upload a high resolution image of your logo (an eps or jpg) in Step 1 of the checkout process.

Do I get carriers and envelopes?

For flexibility we have made these available as a separate item to buy on www.elavongiftcard.co.uk (.ie). This way you can choose to buy one style of card and multiple styles of carrier if you wish. Carriers are available in packs of 100, 250, 500, 750 or 1,000 and start at £18/€21 for 100.



Design Help

Can you help me with design?

We can but, as the experts in your brand, we often find that our customers are the best people to design their own cards. One piece of advice we always give clients - don't scrimp on design. It's really important to have a great looking card to represent your business. And above all, keep it simple. If you don't have in-house design capability we will be happy to assist - we can work to your brief and produce a number of card designs for you to choose from. Cost for design is £90/€100 per hour.

How do I supply artwork and in what format?

If you want to design your own cards, please refer to our artwork 'How-To Guide' which will be sent to you once you have placed your custom cards order.

I have lost my original logo and only have a poor copy. Will this be good enough for print?

It's hard to say, we would need to see it. The last thing you want is high quality cards with a low quality logo! Once we've assessed your logo, if it isn't of a sufficiently high quality, we can re-draw it and supply it back to you as a hi-resolution file (for card use and your future use). Design costs €100 per hour.

Despatch and Delivery

How quickly can I have my cards?

All of our lead times are guaranteed. We will deliver in either 10 or 14 working days from approval of proof.

How long will your standard delivery take once my cards have been printed?

For Ireland deliveries we will dispatch your cards with two day courier service, merchandising with one day. For UK deliveries we will dispatch your cards with one day courier service, merchandising with two days.

What happens if my order has not show up?

Give us a call and let us know. Although we can guarantee despatching your goods on time, we have little or no control over couriers. If you are concerned then contact us.

Returns and Refunds

Can I return cards if I change my mind on the design?

No, if you ordered cards we will have printed your store details onto those cards before sending them out and thus can't take them back.

Can I return cards if the spelling of my details is incorrect?

If the mistake is as a result of a production issue then yes, you can return cards and we will replace them. If, however, you have submitted incorrectly spelt details when ordering cards we cannot accept responsibility and will not replace.

Can I get a refund?

If you are really unhappy with your cards then talk to us, we are very understanding.

My cards have just arrived and they are damaged! What now?

We ensure all orders leave us in satisfactory condition but it appears they must have got damaged in transit. Contact us (0870 735 2829 (UK) or 01 617 7984 (Ire) or send a sample. Once we have received them we will check the extent of the damage and get some new cards out to you.

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