

Electronic Gift Card Plus

The perfect solution to help grow your business.



Gift Card
It's a gift!



What Gift Card Plus can do for your business

Elavon's Electronic Gift Card Plus (EGC Plus) solution can help your business to increase sales, acquire new customers and create new marketing opportunities. Electronic gift cards are much safer and more convenient than paper gift vouchers and openly promoting creative and relevant gift card designs will help you to sell more than your existing paper vouchers; which have to be locked away as they have a cash value. Gift cards given by your customers to friends and family, who may not be existing customers, can bring new business to your company.



Electronic Gift Card Plus

Bring more customers to your business

Benefits at a glance

1 Increase sales and profits

Most card recipients spend more than the value of their gift card, and there's no cash back required if they don't. When used for merchandise returns, the value stays on the card and never leaves the store.

2 Encourage repeat business

Prepaid cards are great for regular customers, enabling them to conveniently use the balance for recurring services.

3 Popular with customers

Gift cards are consistently one of the top gifts during the Christmas season. They can also attract new customers and boost sales all year long.

4 Simple to manage

With consolidated electronic reporting and tracking, Elavon's EGC Plus programme is simple for any size business to manage.

Expand your business opportunities

What's the Plus? Our EGC Plus solution isn't just a gift card it is also a prepaid card which can help you maximise sales with a complete package of marketing features, to help you earn additional profit and customer loyalty.

Ever mindful of your business needs, simple administration and top-notch security are built-in features to make Gift Card Plus management simple and cost effective.

Why electronic?

Electronic cards retain 100% of purchased value to your business

- With paper certificates, if the customer does not spend the full value, you have to give change, which probably won't be spent in your store
- With EGC Plus, the sale price is deducted from the card and the remaining balance can be used later in your business
- Customers using gift cards often spend more than the original value of the card (up to 40% more)
- If they don't spend the whole amount, remaining balances bring return visits and ensure that the entire value – and possibly more – will be spent at your business
- About 9% of customers do not spend the remaining value on the card – meaning more income for you
- Cards can also be used as a replacement for cash on some merchandise returns, ensuring that the refund money is spent in your business

Nothing new is needed; you are 'good to go'

- EGC Plus works on the majority of Elavon's supplied payment terminals, which can be easily configured to process cards
- Administration is as easy as regular credit card purchases
- You can monitor transaction details and card balances free online with iMerchantConnect

Electronic cards are the modern, safe way to provide prepaid gifts for your customers



Plus – Earn Profits and Build Loyalty

Try it. Your customers will like it!

Creative promotional uses

Challenging economic pressures call for creative solutions to help your business survive and prosper. The same cards which your customers purchase as gifts for their family and friends can be used by you as a promotional tool, to help you attract new customers and build loyalty with existing ones. And all without you incurring any major out-of-pocket expense.

Marketing your business

A promotional card can be used instead of paper couponing and pricy advertising to attract new business. Targeted promotional card programmes, with costs limited to that of the plastic card and distribution, can draw first-time customers out of their houses and into your business, as well as entice existing customers to return.

As creative as you want to be

- Business relocation – deliver cards loaded with a small amount of value in the new neighbourhood as a gesture of goodwill, to entice people to come and visit your premises
- Customer loyalty – add a small amount each time a customer visits so that at some point in the future they have enough to 'buy' something for 'nothing'
- Special offers – use instead of paper coupons or vouchers
- Joint promotions – negotiate with other businesses, complementary to yours, to place your promotional cards in their outlets to drive people to try your business
- Prepaid card – allow people to purchase a card for something they buy regularly. Add an incentive to make it even more attractive for people to buy a card
- Savings card – allow people to add value to their card all year to save for Christmas, other special event or time of year

As any monetary value you load on the cards isn't realised unless it is used, you have cost-effective and highly targeted programmes for little investment.

Using cards for promotional programmes can benefit your business by delivering bottom line results that keep customers happy, while maximising your marketing spend.

Appeal to your customers

The cards are a smart business choice for many reasons, including:

1 Bring in new customers

Gift cards given by loyal customers entice friends and families to sample your business. The cards are also ideal for promotional mailings, charitable donations, and other marketing programmes.

2 Customer appreciation rewards

Thank existing customers and reward them for coming back with a promotional card to use on their next trip.

3 Community awareness programmes

Donate promotional cards to local churches, schools, and other non-profits as fundraisers. New customers are sure to visit your business.

4 Meet your neighbours

Partner with local restaurants or other businesses to reward their customers with promotional cards that drive traffic to your business. Distribute promotional cards at local office buildings to create awareness.

5 Customer service programme

Promote goodwill by using promotional cards to turn a poor customer experience into a loyal customer.

Earn profits and build loyalty all year
long with Gift Card Plus

Elavon



The Perfect Reward – Every Time

Gifts and rewards come in all sizes, so do our solutions

Standard Cards

Choose from a vast selection of stylish pre-designed cards. Add a colour logo and customised text. Order 100, 250, 500, 750 or a 1000 cards and your customers will be loyal in no time.

Custom Cards

Invest in style with custom cards designed by you or with our help. Your custom solution becomes a portable billboard in customers' wallets and more importantly, the cards can be used for some merchandise returns, which means money stays in your store!



Additional features

- Cardholder Balance Enquiry – allows cardholders to check card balances online at www.showmybalance.com
- Online Administration Tools – track card activity, activate multiple cards, transfer card balances, and access reporting online

Learn more on
www.elavongiftcard.co.uk
or www.elavongiftcard.ie

Electronic gift cards are efficient and as easy as 1-2-3