

Electronic Gift Cards

The Biggest Reward is To Your Business



Stored value cards have become too popular for businesses of any size to ignore.

Increase Sales, Lower Costs, & Improve Visibility

If you're a large or mid-sized business, franchise operation, or chain, you need a stored value card solution that fits your unique requirements. One that delivers everything you'd expect from an electronic program, plus powerful multi-site and franchise reporting capabilities, direct settlement service, and the widest choice of point-of-sale (POS) options – all on a secure and reliable payment processing network.

Stored Value Cards Are Great For Business

Stored value cards are a smart business choice because they:

Bring in New Customers

Gift cards given by loyal customers entice friends and families to sample your business. The cards are ideal for promotional mailings, corporate gifts, come-back rewards, and other marketing programs.

Increase Sales & Profits

Most card recipients spend more than the value of their gift card – 25% more on average – and there's no cash back required. When used for merchandise returns, the value stays on the card and never leaves the store.

Encourage Repeat Business

Stored value cards are great for regular customers, enabling them to conveniently use a prepaid balance for recurring services.

Popular with Customers

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

Simple To Manage

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

Get the Most From Your Stored Value Card Program

With Elavon's Electronic Gift Card solution, you get a complete package of marketing features designed to maximize your sales, plus the administrative and security features you need to make program management simple and cost-effective. No matter what your requirements, Elavon works with you at every step to design the perfect program for your business.

Customized Card Features

Design your own custom card or let us help design one for you. You can add expiration dates to cards, issue non-denominated or fixed-value cards, and even include service fees where value is deducted for non-activity or other merchant-defined rules.

Online Administration

Elavon's EGC solution offers powerful online administration capabilities. Use the Internet to track card activity, activate multiple cards, and perform other tasks. You can also access a complete set of online reports showing the value of cards outstanding, the dollar value and count of transactions processed in total or by location, and much more. And you can easily download data needed for analysis.

Easy Activation & Valuation

Elavon stored value cards can be easily loaded and activated at the point of sale. Because cards have no value until activated, and because maximum card values can be preset, fraud is significantly reduced over paper gift certificates.

Convenient Balance Checks

Your cardholders can check their card balances any time they need to, by phone, through an IVR, or via an Internet portal linked from your web site.

Gifts Come In All Sizes,
So Do Elavon's Stored
Value Card Solutions.



A Solution That Grows With Your Business

Let Elavon's EGC experts design a multi-phased program that helps you effectively leverage stored value cards both today, and in the future. Choose from a wide range of standard features, or design your own custom solution tailored to meet your specific requirements.

Multi-Location Reporting

Large chains or franchise operators can take advantage of Elavon's powerful online reporting features to automatically track card activity by location, and show the net value owed to each store.

Direct Settlement Service

Add Elavon's optional direct settlement service that moves funds electronically among stores or franchises. You'll quickly reconcile transaction values between the processing and activation locations.

Custom Reports

Add optional reports showing the outstanding balance of cards issued on a particular date. Elavon can work with you to develop custom reports according to your individual specifications.

Added Security

Expand your program to include security codes for safe online redemption of stored value cards. Elavon also offers a card loss protection web site, where cardholders can register their cards in case they are lost or stolen.

Consumer Web Reload

Advanced web features enable consumers to reload existing cards or to purchase and activate additional stored value cards through an online portal.

Balance Transfer Capability

Customers can consolidate balances from multiple cards to a single card. This feature is especially useful in the case of showers or weddings where multiple givers provide gift cards from your store or chain.

Expanded Branding

Increase your brand recognition by adding a custom-branded IVR for consumer balance checks, or a custom-branded web portal for online balance inquiries, stored value card purchases, and customer reloading.

Boost Sales with Stored Value Cards

Stored Value cards have multiple uses that can help build revenue for any business.

- Merchandise returns
- Promotional marketing tools
- Convenience cards for repeat customers
- Corporate/charitable gifts
- Customer appreciation
- Holidays and special occasions



Beyond Gifts

With Elavon's solution, gift cards are only the beginning. Our reloadable stored value cards can be leveraged to enhance your business in a variety of ways. For example, Elavon can help you design a convenience-based card solution, where loyal customers prepay, and the amount debits against the balance each time they visit your store or chain. When the balance is used up, customers simply reload their card.

A stored value card program can also be configured for merchandise returns, promotional mailings, or customer appreciation gifts, providing a fast and simple way to ensure that dollars are spent at your business.

Elavon's broad range of features and services make it easy to design a solution that's right for your business – today, and tomorrow.



Stored Value Cards From Elavon

All transactions are handled by Elavon's secure and powerful network. You'll process the cards with the same speed and ease as credit and debit cards. There's no hassle of manually processing paper gift certificates. Further, you'll have the advantage of combining your stored value card program with all your non-cash payment processing and settlement, including consolidated statements and reports, giving you a single source for any service you require.

Elavon provides unmatched flexibility at the point of sale. Our solution can be implemented using a wide range of terminals, PC & hosted software, and e-commerce solutions. It can also be integrated with your existing POS solution.

With Elavon's program, a better solution is in the cards.

