



INFORMATION PROVIDED BY:



BETTER UTILIZING YOUR GIFT CARD PROGRAM

There are many ways that you can use your Valutec Gift Card program in your coffee shop, deli and cafe to drive sales, streamline operations and maximize profits. Compete with those “Big Chain” coffee shops and stores in your area.

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.

- Build brand awareness and separate your business from the clutter and competition.
- Increase customer satisfaction and raise foot traffic into your stores.
- Reward repeat customer business and drive “Bounce Back” shopping.
- Make your 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 store only to give as gifts. Advertise their availability every chance you have.
 - You can use gift cards for when asked for charitable donations.
 - You can give gift cards to customers to resolve customer complaint issues, poor service, bad dining experience or customer dissatisfaction.
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- 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 restaurant.
 - Utilize your gift or stored value card as loyalty tool to reward your regular customers and to capture sales today and encourage repeat visits. Offer to add 10% of value to a gift card they purchase today to be used for future visits, (example your regular customer buys a card for \$25 but you activate it for \$27.50). You capture the sales now and will have made a great impression on a customer who will always remember your store first.

