



INFORMATION PROVIDED BY:



BETTER UTILIZING YOUR GIFT CARD PROGRAM

There are many ways that you can use your Valutec Gift Card program for your auto dealership, carwash, or automotive repair business. You can use the card program to build brand awareness and separate your business from the competition.

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

- Raise customer satisfaction and increase sales in more parts of your business and club such as your service department.
- Reward regular customers for maintenance of their vehicles and drive “Bounce Back” sales
- Make your promotional events and advertising campaigns more profitable and measurable.
... And many more! Here are some tips to get you started:

Using gift cards to promote your auto dealership, service department, or car wash

- Run Direct Mail Campaigns using promotional cards to increase foot traffic.
- Use as a Stored Value Card and offer to add 10% of value when they preload the card with a certain value.
- Offer a free gift card with a new car purchase to promote the dealership's service area.
- Send gift cards to new customers in the area for a free service. Use promotional cards as charitable donations.
- Extend a Loyalty “Change to Key Chain card” Program for the service and parts department.
- Sell pre-loaded cards to Local Businesses to use as rewards for their customers and employees.
- Pass out gift cards at Special Events to drive in new customers.

