



INFORMATION PROVIDED BY:



BETTER UTILIZING YOUR GIFT CARD PROGRAM

There are many ways that you can use your Valutec Gift Card program for your golf course, country club as well as your clubhouse, pro-shop, restaurant, and more. 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 course and club such as the pro shop, restaurant, snack shop, etc.
 - Reward regular golfers and drive "Bounce Back" sales
 - Make your club events, course tournaments, and advertising campaigns more profitable and measurable
- ... And many more! Here are some tips to get you started:

Using gift cards to promote your golf course, club and pro shop!

- PromoMail** - Run Direct Mail Campaigns using promotional cards to increase foot traffic.
- Extend a Rewards Program to customers to increase their loyalty to your course. Use key chain loyalty cards for easier use.
- Your customers and members can now purchase gift cards that are branded for your golf course and club that can only be spent at your business.
- You can use gift cards for requested charitable donations.
- You can give gift cards to customers to resolve customer complaint issues, poor service, missed tee time or customer dissatisfaction.
- Utilize the card as a merchandise returns tool in the pro-shop.
- Reward your regular customer with a gift card for their next visit!
- Sell pre-loaded cards to local businesses to use as rewards for their customers and employees.
- Pass out pre-loaded cards at special events such as member meetings and tournaments to encourage more visits to the restaurant or as prizes.

Promote your club benefits – pro-shop, snack bar, restaurant with Stored Value Cards!

Utilize your gift or stored value card as a loyalty tool to reward your regular customers and members. Use it as private currency to capture sales today and encourage repeat visits. Offer to add 10% of value to preload a gift card today to be used for future visits. For 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 course and pro shop first.

