Self-Hosted Gift Card

Catapult's Self-Hosted Gift Card feature allows retailers to host their own gift card service, giving you the power to control your customers' total experience. Self-hosting eliminates the high transaction costs associated with third-party gift card services. For example, many third-party gift card companies charge inactivity fees and extra service charges. Catapult's Self-Hosted Gift Card is a powerful, full-featured system that lets retailers add to and redeem card balances effortlessly among multiple store locations. All gift card transactions are live and updated within a milisecond, so you're assured the transaction is accurate and fast. Catapult's extensive gift card functionality gives retailers the following benefits:

* Minimum and Maximum card limits
* The ability to force all refunds via gift card instead of cash
* Pre-defined gift card amounts ($10, $20, $50, etc) and open-ended card amounts
* Check gift card balance on the fly at the POS, or print to a receipt
* Allows users to purge inactive gift cards
* Creates a new profit center by attaching a linked charge to the sale of new gift cards
* Eliminates vendor service lock-ins

Like all Catapult POS functions, the sale and redemption of gift cards is streamlined and simple. When a card is scanned, the system automatically walks the cashier through the gift card sale or redemption process. To simplify the process of starting a gift card program, gift card stock can be ordered directly from ECRS at www.ecrsoft.com/giftcard and the look of the cards can be customized to match your store identity and marketing schema.

Benefits of Gift Card Programs

Gift cards are a rising trend in retail markets. Recent surveys have shown that over half of the U.S. population purchased or received a gift card in the 2005. People often spend more than the initial value of the card and gift cards also help to generate repeat business. Open ended gift cards encourage people to refill cards, building customer loyalty and satisfaction. Open ended gift cards are also perfect for issuing refunds and store credits, bringing customers back to the store.

Gift cards can be used in direct marketing campaigns, bringing in new customers to your store. A high quality, good looking gift card is much more likely to be used than traditional coupons and promotions. Retailers are also using gift cards in coop marketing campaigns, allowing a "sponsor" to advertise on the retailers gift card. These types of campaigns can pay for an entire order of cards.

www.ecrsoft.com/giftcard