



## **Electronic Gift Card Solution Increases retailers turnover and security from Loyalty in a Box**

Electronic Gift Cards have proven to give Retailers a powerful marketing tool, increasing their business with enhanced security and profitability. Intersolve's complete Gift Card solution brings these opportunities to all types of Retailer, providing everything they need to set up and run their own personalised Gift Card schemes.

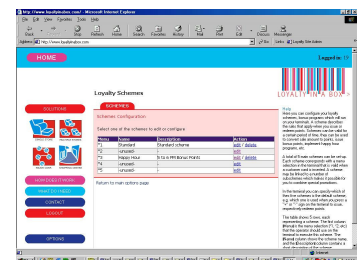
Loyalty in a Box Gift Card enables Retailers to operate unique gift card programmes both quickly and easily. It opens up opportunities for increased sales as Customers can spend all or part of their Gift Cards, encouraging more customer visits and further expenditure. Cash flow benefits are achieved from the 'float value' of issued cards, some of which may never be redeemed.

Personalised Smart Cards are used as the Gift Cards and can be charged with various monetary values. These can then be re-used, by the Retailer and their Customers, and gives the ability of tracing and tracking customer buying behaviour. Loyalty in a Box Gift Cards solution provides reporting and analysis of customers activities with customer profiling for running direct 1 to 1 marketing campaigns.

Based on the Loyalty in a Box system, Retailers do not need to invest in expensive computer hardware and software and have direct management and control of their customer Card programme. Retailers can even extended their Gift Card scheme to include full Loyalty and E-Voucher services with a wide range of CRM possibilities.

Gift Cards with **LOYALTY IN A BOX** will give you:

- > Magstripe or smartcard based Gift Card Solution which will improve security and increase your business.
- > The ability to gather valuable information on your customer and their buying behaviour. This information can be used to improve your product portfolio, enhance promotional events and marketing campaigns and target specific promotions directly to each customer.
- > Improved customer satisfaction.
- > Re-Useable Cards which can be branded to match your corporate design.
- > A Powerful addition to your marketing strategy.
- > Extremely cost effective by using our Out-Sourcing (ASP) model.
- > Flexibility to launch new services such as E-Loyalty and E-Voucher.



**Turn-key solution for implementing a giftcard program**

## How Does the Loyalty in a Box Gift Card Scheme Work?

### Gift Card issue

Your customers are able to purchase Gift Cards of different denominations, which can be branded with your Logo or with one of our unique designs.

The Cards act as a constant reminder of your Store, inducing customers to return to spend them. Retailers are then able to offer special promotions and products to further increase customer expenditure and develop loyalty.

### Gift Card Redemption

Customers are able to use the stored value on their Cards for purchasing products and services. Redemption takes place via in store Terminal(s) or Windows based POS software, which are supplied by us.

### Gift Card Re-Use

Gift Cards can be Re-Used either by the Retailer or their customers. Retailers are able to re-charge cards with the appropriate amount for re-sale to other customers. Customers are able to 'top up' the value on their Cards for their own use or for passing on as Gifts.

Electronic Smart Cards are designed to be used extensively in Banking environments and so have the appropriate security and durability for frequent use.

### Customer Registration

Registration of your Gift Card customers can be either by completing a form or over the Web. This gives you valuable information which can be used for pro-active target marketing by Mail, E-Mail, and SMS.

### Customer Management

Your customers are able to check the balance of their Cards in a number of ways including: via the Web, in Store or via statements sent in the post / by E-Mail.

### Retailer Management

Full details of transactions are stored on our Secure Database and can be accessed by you, at any time, via the Web. This gives you access to your database of customers with details of all Card usage on an individual customer basis.

### Terminals

Terminal(s) or Windows based POS software are provided by us for in store use, and are used for Redeeming and re-charging Cards. These devices store transaction data, which can be downloaded every day to our secure server over the Internet.

## WHAT DO I NEED

We provide you with everything that you need for your Gift Card Scheme, from individual retailers to major multinational organisations.

Our solution includes the supply of POS terminal(s) or Windows based POS software, Cards and access to our secure server. All you need is access to a phone line once a day to upload your valuable transaction details to our secure server.



The Loyalty in a Box  
POS Terminal

LOYALTY IN A BOX™ is a registered Trademark of Intersolve Technologies.

[www.loyaltyinabox.com](http://www.loyaltyinabox.com)



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