Gift Card Management

Unwrap the possibilities with Priority's gift card management module

Gift cards are a game-changer for retailers, delivering numerous advantages that generate revenue, enhance customer engagement, and foster brand loyalty. At Priority, we recognize the significance of harnessing this powerful tool to optimize your business success. Our innovative Gift Card Management module is purpose-built to revolutionize customer interactions and capitalize on their gifting requirements. With our comprehensive features and seamless omni-channel integration, you can craft a customized gift card program that caters to your customers' unique preferences while amplifying your brand's visibility.

Benefits

Expand Payment Choices, Drive Revenue Growth

Gift cards unlock a realm of opportunities, attracting new customers, fostering loyalty, and increasing revenue. They incentivize repeat business and often result in customers spending beyond the card's value. Moreover, gift cards can strategically promote specific products or services, optimizing marketing efforts and driving targeted sales. Finally, in slower periods, gift cards provide a reliable source of immediate revenue, ensuring a healthy cash flow for your business.

Make Your Loyal Customers Feel Valued and Appreciated

Show your loyal customers exceptional appreciation through the power of gift cards. Our Gift Card Management module allows you to reward customers with gift cards redeemed from their accumulated loyalty points, creating a meaningful loyalty program. Additionally, offering gift cards as birthday incentives delight customers and boost sales as they indulge in their favorite products or services. In the rare event of a customer complaint, you can quickly resolve the issue by offering prompt refunds or compensatory gift cards, exemplifying your dedication to customer satisfaction.

Key Features

- All-inclusive omni-channel options
- Physical and virtual (e-gift) single-use and reloadable options
- Flexible gift card options: monetary, specific items, or items with a monetary limit
- Full control over gift card batches for streamlined management
- Efficiently manage gift cards by setting expiration dates

- Promote customer benefits with gift cards and track historical card activity
- Enable seamless transactions with the convenience of partial payments and the flexibility to accept multiple cards as payment
- Link gift cards to loyalty programs
- Pre-built and customizable business reports

Gift Card Management Base and Advanced Modules

Our Gift Card Management module simplifies the issuance and management of gift cards with customizable attributes such as initial and maximum charging amounts and expiration dates. As a result, retailers gain immediate and detailed visibility into historical gift card activities, including dates, stores, activity types, and monetary values. In addition, customers enjoy the flexibility of using gift cards for partial payments or combining multiple cards for transactions.

With the Advanced Gift Card module, retailers can go beyond monetary value by offering various gift card types. These options can restrict customers to specific pre-defined items, limit the number of items that can be redeemed, or combine monetary value restrictions with a set of items. Gift cards can be physical cards with encoded card numbers and security serial numbers or digital cards with automatically generated codes.

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