Included in StoreCard is a basic gift card program, whether initiated by smartphone or plastic cards, issuing, adding funds, checking balances, and payment are all included in your monthly fee.

How to make Gift work for your business

Gift cards are powerful marketing tools that retain current customers and bring in new ones. Here are several simple things you can do to promote your gift cards, increase sales, and encourage year-round purchases.

- Display your cards! Customers can't buy what they can't see. If you didn't get displays with your initial order, Worldpay offers affordable merchandizing materials for your StoreCards including card carriers and card display stands.

- Tell every customer about your StoreCard program. Customer participation rates increase when employees consistently promote your StoreCards to customers at each transaction.

- Train and motivate your staff to mention your program to customers at every opportunity. Incentivize employees to meet a monthly quota of registrations, or create a friendly competition and reward the employee with the highest number of card sales.

- Email and direct mail. Include gift card promotions in your email blasts and direct mail marketing pieces.

- Reward loyal customers with an unexpected gift card. Most will spend more than the card's value.

How to technically implement the feature

- Start by working with your POS dealer to implement the Gift Card Processing ID into your POS. From there you should be ready to start swiping cards.

- When a customer purchases a gift card, activate it by swiping it through the POS terminal to load it with the purchase amount.

- The card can then be redeemed for goods and services just like cash. When the gift card is redeemed, choose gift card as tender and run the card through the POS terminal. The gift card is deducted for the amount indicated and any balance remains available on the card.

- Unredeemed funds remain in your bank account.

- While every POS functions differently, the following are the basic transactions that can be run on a gift card:

  – Issue/Activate: An issue transaction makes a card number (account) live and loads a specified starting balance onto the card.

  – Sale/Redeem: A sale transaction takes value off of the card. The card must already be issued.

  – Return/Reload/Increment/Add Value: A return transaction adds more value to a card. The card must already be issued.

  – Balance: This transaction will display the remaining balance of a card for the merchant.

✎ Tips

Gift Card Program Tips:

- First and foremost, display your cards.
- Second, if you can get your employees talking about or even selling your gift cards, your sales should see a marked increase.
- Third, get your employees to talk about the additional StoreCard features that you have selected for your gift cards.
- Fourth, advertise your cards.

Transaction Tips:

- Sale takes money off a card.
- Return puts money back onto a card
- Returns can only be done on a card twice in one day
- "No NSF Sale" will allow you to utilize the balance of the card for the sale, and will then give you the remaining amount due on a sale. This will prevent the NSF on a gift card transaction when the total of the sale is more than the balance on the card. Check with your POS reseller to see if this feature is available.
- A gift card can be placed on hold by going to the reporting portal and selecting Account Maintenance on the Gift Card Reporting Home Page. Enter in the number of the card and select the On Hold option at the bottom of the page.