

LIBERTY

CREDIT CARD SOLUTIONS

It's not a surprise to owners of restaurants and retail shops that having a gift card program can be great for business. In this brief we are going to review the benefits of gift cards and how simple the platform is for us to execute.

And before you read on, just a reminder, Liberty is able to provide our gift card platform or take over an existing program with no additional costs to the business. No transaction fees, monthly fees, inactivity fees, or balance fees. The only fee we charge is for the actual plastic gift cards and they are not costly. If you are interested please contact us!

Benefits of gift cards

- **Increased sales:** Customers spend up to 50% more for goods/services with a gift card vs. cash or credit card sales. The simplest explanation for this effect is that one can easily imagine receiving a gift card for \$50 and then spending \$60 because one (rightfully) feels like they paid \$10 for a full \$60 of merchandise/services.
- **Repeat customers:** It is typical for gift cards to generate more in sales volume than paper gift certificate. This is because about half of the time gift card owners redeem the value on the card over multiple visits. Paper gift certificate owners do not behave the same way because the certificates don't easily fit into their wallet.
- **Repeat business:** Stored value cards are great for regular customers, enabling them to conveniently use a prepaid balance for recurring services. Just ask Starbucks!
- **Stored value sitting on cards:** Approximately 10 to 15% of gift card holders never redeem the full value of their card. This "breakage" (the amount left on the card and never used) stays on your bottom line.
- **Great gifts:** Customers enjoy gift cards because they are easy and fun to buy for friends and family. They are thoughtful and flexible.
- **New business:** Gift Cards will often help bring in new customers to your business. Gift cards given by loyal customers entice friends and families to sample your business.
- **Brand building:** Gift cards are a great extension of a brand. They are often carried in the wallets of your clients, and act as a tangible reminder of your business.
- **Promotions:** The cards are ideal for promotional mailings, corporate gifts, come-back rewards, and other marketing programs.
- **Easy to use:** Cards are significantly less susceptible to theft and fraud than paper vouchers (which are effectively cash, can easily be copied and easily reused). They also require almost zero reconciliation leaving you more time to invest in your business.

Execution – 3 easy steps!

- 1 Tell us which terminal or POS platform your business is using. We need this information to make sure that our gift cards are compatible with your equipment.
- 2 Send us a copy of your company's logo and pick out a font and one of our pre-designed backgrounds. Or, if you prefer, we can do a custom design.
- 3 Place the order for as many gift cards you would like. In two weeks, you'll receive them and your gift card program will launch. We've also been known to print a complimentary 50 cards for new clients so there's no risk or cost to you for trying the program. You're welcome!



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Checking the balance on the cards is easy for your gift cardholders and for you. Your gift cardholders can check their balances any time by calling a dedicated number. They also have the option of going online to see their balances. You and your staff have access to the same balance check system but with additional reporting details including redemptions, funding, card activity by location, etc.

All transactions are handled by our secure and reliable network, and the gift cards are processed with the same speed and ease as credit and debit cards.

If you would like to discuss any particular restaurant or retail project, comment on this paper, or just say hi, please reach out to us.

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