

# IN-STORE GIFT CARD

## FOR ACTIVANT EAGLE



### INCREASING CUSTOMERS, SALES AND PROFITS THROUGH LOYALTY AND CONVENIENCE

Gift cards offer a valuable business strategy that allows retailers to gain and retain a higher level of customers who will purchase more, more often. Gift cards are a formidable alternative to actual merchandise that in many cases are not purchased because of indecision by a customer. Gift cards allow those customers to gain satisfaction by purchasing gifts that allow the recipient to secure whatever product they want from the retailer. Gift cards mean more purchases, more revenue and more customers. In fact, studies show that 61% of all gift card users spend more than the value of the card itself. On average, customers who use gift cards spend 20% more than the card value.

Many retailers also use gift cards to grow their relationships with targeted customers, using the cards as incentives to buy more – as a reward for volume purchasing or to boost sales in specific promotions. Gift cards are also an appealing and flexible way to issue in-store credits for returned merchandise.

#### Take Control of Your Gift Card Program – and Boost Your Bottom Line

Just as gift cards mean more loyalty and convenience for your customers, the right gift card solution means more flexibility and higher profits for you. That's why the Eagle® In-Store Gift card solution gives you all the choices you want and the cost-savings you need.

Because the solution is wholly contained within Activant Eagle®, there's no need to pay "per-swipe" charges or other fees. Meanwhile, you have complete control over the look-and-feel of your card, the funds you collect, and how you structure your program (you might want to assess "inactive card" charges, for example). With easy-to-use management features and lower costs, the In-Store Gift Card solution gives you all the benefits of offering gift cards – without third-party restrictions or high transaction costs.

### BENEFITS

- Reap the loyalty and revenue benefits of offering gift cards
- Eliminate transaction fees to improve your operating margins
- Reinforce your brand and drive sales with customized gift card artwork
- Drive special promotions and reward high-volume customers
- Use powerful features to make gift card administration easy and secure

## KEY BENEFITS OF IN-STORE GIFT CARD



### Customize Your Gift Card Program to Optimize Business Results

- Easily make your gift cards non-discountable and non-taxable
- Protect profits and prevent fraud by defining minimum and maximum gift card values
- Choose automatic or manual card activation
- Use a single, generic SKU for all gift cards, or create a separate SKU for each currency value
- Define your choice of general ledger liability account to be used for real-time posting by Eagle®

### Enhance Customer Service

- Print the remaining card balance on receipts and invoices,
- Instantly cancel a transaction and reinstate funds on a card
- Use a gift card to partially pay for a transaction – without transaction fees
- Use in concert with your existing gift card programs to maintain continuity (up to two gift card programs)

### Enhance Margins by Keeping Costs Low

- Check balances and accept payments as often as you and your customers want, without per-swipe fees
- Re-use physical cards to reduce gift card expense and “stay green”
- Set up usage and reporting processes to fit your business – not the needs of a third party

### Manage Your Gift Card Programs with Ease

- Access the Gift Card Viewer to quickly check the current state of the entire program or a specific gift card
- Easily delete, cash out or add funds to a card – no need to have the card present
- Cover costs by automatically applying a surcharge to a card for lack of use (by reducing the remaining amount)
- Use convenient security features to prevent fraud and specify which employees can access each feature.

### Keep Tabs on Your Program with Flexible Reporting

- View automatically-posted gift card transactions in your general ledger – in real time.
- View all card balances and transactions directly within Eagle – no need to go to a separate application
- For enhanced reporting, easily export all relevant gift card data to ReQuest, or to other reporting environments using ODBC

### Use Activant Professional Services to Optimize Your Program

- Have Activant help you bring existing gift card data into Eagle so you can immediately begin managing it with your new In-Store solution
- Use Activant’s expert design staff to create a unique card design with your store logo, colors, and messaging
- Purchase your gift cards from Activant for convenience – and at competitive prices

**Software Prerequisites:** Activant Eagle Release 18.1, Eagle Operating System (Linux), Eagle Point-of-Sale, Eagle Accounts Receivable, Eagle General Ledger (not required, but recommended for optimal use), Protobase

**Hardware Requirements:** Pin Pad: Ingenico EnTouch1000 or i6550, Track 1 Card Reader

**Disclaimer:** Gift card laws vary by state and jurisdiction. Check your local laws for any restrictions or limitations on the sale or management of gift card programs by your business.

#### ABOUT ACTIVANT

Activant, a leading technology provider of business management solutions serving small and medium-sized businesses, offers customers tailored proprietary software, professional services, content, supply chain connectivity and analytics. Activant’s systems are designed to help customers increase sales, boost productivity, operate more cost-efficiently, improve inventory turns and enhance trading partner relationships.

**To learn more about this or other Activant products and services, please call 800.538.8597.**



Activant Solutions Inc. • 7683 Southfront Road • Livermore CA 94551  
Phone: 888.448.2636 • E-mail: [industry.marketing@activant.com](mailto:industry.marketing@activant.com) • [www.activant.com](http://www.activant.com)

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