

# Gift and Prepaid Cards

Issue your own branded cards to drive sales and engage customers



## Future Group launches Gift Voucher program on Pine Labs' platform

Future Group has successfully migrated its gift voucher program to Pine Labs' prepaid platform. The new solution authorizes gift voucher transactions in real-time at the POS, and thus provides enhanced security compared to previous offline vouchers. It also allows Future Group to set attractive bonuses for specific customer segments, store locations and campaign periods to drive the growth of this popular voucher program. And since vouchers can now be sold and redeemed at the click of a button, the new program has been positively received by customers at the check-out.

### Highlights of Pine Labs' Gift Card solution:

- ✦ **Increased revenue:** generate double-digit sales lifts through additional traffic and locked in revenues
- ✦ **Reduced fraud:** lower shrinkage and fraud by switching to electronic processing at your POS
- ✦ **Automated processing:** accelerate check-out and streamline your back-office operations
- ✦ **Higher margins:** double your full-price sales from gift card shoppers
- ✦ **Supports sales promotions:** offer discounts and bonuses to drive revenue to new stores, on slow weekdays or special holiday sales
- ✦ **Additional working capital:** generate valuable cash to reinvest in your business
- ✦ **Enhanced brand recognition:** provide a superior form factor versus paper vouchers with "front of wallet" branding



### Solution Features

#### STREAMLINED OPERATIONS

- ✦ Electronically load, reload and redeem gift and prepaid cards at your PC POS
- ✦ Integrates seamlessly with your billing software to minimize cashier training and workflow
- ✦ Management portal provides real-time access to monitor performance, set rules and launch new promotions
- ✦ Customer portal provides self-service functionality for members and channel for loyalty messages and promotions
- ✦ ASP delivery model saves cost of new hardware and IT infrastructure
- ✦ Turnkey solution lets you focus on growing your business - includes card design and printing, inventory management, training and customer call center

#### ENHANCED SECURITY

- ✦ Real-time card validation and transaction authorization protects against fraud
- ✦ Eliminates paper vouchers to reduce shrinkage and accelerate transactions
- ✦ Allows you to advertise gift cards prominently in your stores
- ✦ Conforms to stringent Visa PABP security standards - validation, encryption, secure transaction storage and user access controls
- ✦ Batch reporting, customizable reports and real-time alerts to monitor performance in real-time
- ✦ Secure distribution through 3rd party merchants expands your reach

#### SUPERIOR FLEXIBILITY

- ✦ Supports magnetic stripe cards, bar code voucher and mobile accounts
- ✦ Enables multiple redemptions and reloads to drive repeat traffic, and restriction setting at the card and store level
- ✦ Manage promotions at the click of a button – offer discounts and bonuses, restrict usage, set limits or remotely activate cards for institutional sales
- ✦ Easily integrates with your existing loyalty program – reward your best customers with gift card value on their existing loyalty card
- ✦ Rich MIS to manage your promotions strategy and monitor ROI

### LEARN HOW PINE LABS CAN POWER YOUR BUSINESS

- ✦ Plus credit/debit processing: Lower your transaction costs and eliminate EDC terminals
- ✦ Nova Loyalty: Reward your best customers in real-time
- ✦ Gift and Prepaid program: Generate new revenue and lock in future spending
- ✦ VAS: Offer your customers Mobile Top-up, Bill Payment and Air/Rail/Bus ticketing

For more information contact us...

Phone: (+91) (120) 417.4000 | Email: [products@pinelabs.com](mailto:products@pinelabs.com) | Website: [www.pinelabs.com](http://www.pinelabs.com)

### Clients

