



## **Touchretail Gift Card and Customer Accounts System (GCAS)**

### **Introduction**

For retailers who require an automated, on-line and reportable Gift Card, Customer Loyalty or Customer Accounts facility, Touchretail have developed the ideal solution. Designed as a module to work alongside Touchretail EPOS and back office systems, the Gift Card and Customer Accounts modules provide you and your customers with a simple and secure way to extend the shopping experience.

Whether your requirement is a simple Gift Card issuing and redeeming function, or a way of monitoring Gift Vouchers and Credit Notes, or a fully configurable Customer Accounts Processing and Reporting system, Touchretail can supply the total application, including installation and card supply.

### **Gift Card System**

Customers can purchase Gift Cards from your store with any amount of cash added. The cards can be redeemed either in part or in full, and can be 'topped up' by any number of additional cash amounts. Gift Cards are not useable until they are activated at the till by the addition of the initial cash value.

Each activated Gift Card is individually recorded, real-time, at any of your stores at which the Gift Card is acceptable. Card management facilities are available such as amend customer details, amend expiry date, transfer balance to a different Card, merge Cards, delete Card and so on.

Gift Cards can be topped up online, and can be set to allow purchase of goods from your website – we can provide a Developer Toolkit for this. You should check with your website developer about handling this type of transaction on your website.

You could specify different types of Gift Card, such as a Gold Card which would require a minimum amount of cash value, but which may then attract a discount on the purchase when redeemed. Gift Cards can of course be activated as a regular Loyalty Card, without cash value, for the purposes of recording customer purchases.

### **Technology**

Each time the Gift Card is presented at point of sale for topping up, balance checking or to be used against a purchase, the barcode on the card is scanned which sends a query to our GCAS System Server. The query or transaction is validated and recorded, and the sale proceeds in the normal way. This internet based operation enables Gift Cards to be used across several stores, or even for different companies to have a shared Gift Card scheme.

The Cards are scanned at the till using the existing till scanner, so you do not need to install any additional hardware.

### **Reporting**

We are able to provide you with transactional reports on the activity of Gift Cards. In addition, by using the Touchretail Customer Browser for collation of Gift Card customer data you can generate reports on purchase details of Gift Card customers. This is useful when creating promotions that you may want to direct at Gift Card holders.

### **Costs**

In order to keep your investment in the Gift Card System to a minimum, we make a small transactional charge based on the number and value of Gift Card transactions, which is less than 1% of Gift Card turnover. The Gift Card application module can be bolted on to your existing Touchretail EPOS software, so there is no setup charge.

We can supply the cards in a range of different finishes with your logo or artwork. Additionally we can supply card carriers with your artwork and wording (such as Conditions of Gift Card use).

The Customer Browser module for full transactional reporting by customer/Gift Card can be added separately to your back office system for £400.

If the Gift Cards are to be used on your website, our Website Developer Toolkit is £500. You will need to confirm what charges your Website Developer would make to incorporate this functionality into your Website.

### **Customer Accounts**

Touchretail can provide a fully customisable Customer Accounts module, to include several account types, several interest types and rules, full credit limit management and so on. The Customer Account card uses the same technology as the Gift Card system.

### **System Requirements**

The Touchretail Gift Card System can be operated by any store that already has Touchretail EPOS software installed. It is also available as a standalone system for retailers that already have other EPOS systems installed – in this case the Touchretail GCAS Controller module would be required.

For further information contact:

David Powell  
Touchretail Sales

Mobile 077100 82408

Email [david.powell@touchretail.co.uk](mailto:david.powell@touchretail.co.uk)