



Gift Cards



Overview

The gift voucher and gift card market are big business in the UK, worth around £5 billion per year, with annual sales increasing year-on-year.

Zonal's Gift Card solution enables you to claim your slice of the market and attract brand new customers to your venue as consumers buy a pre-loaded gift card for their family and friends. Tight integration with Zonal's EPoS ensures hassle-free redemption at the point of payment, providing you with a new revenue stream.

Swap your paper-based credit or refund programmes which can be operationally complex, for a smart EPoS-integrated gift card solution - saving you costs and relieving operational headaches.

Features

Fully customisable to your brand

- » Fully white-labelled gift cards aligned with your brand helps you create brand awareness among new customers.

EPoS integration

- » Fully integrated with Zonal's EPoS solution allowing automatic redemption and loading at the POS.

Customisable amount loaded

- » Create an unlimited number of fixed or variable value cards or allow customers to load their preferred amount.

Redeemable at multiple sites

- » Your gift cards can be purchased at one site but redeemed at another site if you have more than one site or brand.

Reloadable

- » Your gift card can be reused and reloaded by the customer after redemption.

Enable or disable card expiry

- » Choose whether to apply an expiry date to your gift cards.

Liability reporting

- » Value of gift card liability and balance check available at the POS.



At Brains we don't base our success on the number of gift cards sold, but the additional spend. The integrated technology with EPoS has enabled us to track the stats and we are delighted with the results. This is an area that we will definitely be expanding on with Zonal.

Steve Hicks
Head of IT, Brains



4 - 6 week lead time, including card production*

* Card production is not managed by Zonal, however, we have a list of recommended 3rd party suppliers



47% of UK shoppers have purchased a gift card

Benefits



Increase footfall and create a new revenue stream as purchased gift cards can be given to a recipient who has never visited your venue before.



Create brand awareness among a wider audience with branded gift cards.



Collect data to grow your customer database.



Centrally stored real-time gift card balances prevent fraudulent use of cards at more than one site.



Minimal operational impact to the business.



Significant time savings as minimal training is required on how to load or redeem a gift card with visual instructions provided on the POS.



Get up and running quickly – set up and create your gift cards in as little as four weeks



Low set-up cost

£5 billion: annual value of the UK gift card market

Why Zonal?

Zonal is the trusted supplier of innovative, integrated technology solutions to over 16,000 hospitality and leisure businesses. Our award-winning, UK-based training, project management and customer success teams will support you every step of the way; from project initiation right through to go live, you're always in safe hands.

Further Resources

Case study:
Whiting and Hammond

Contact us today

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Zonal

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