



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

- » Usable with your own branded gift cards to help 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.

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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