



Gift Card



The Cards are Stacked in Your Favor

During peak shopping times, it's tough to beat the convenience of a gift card. Retailers must be able to offer a flexible and rewarding option.

Jesta's Gift Card module, as part of our Vision Store (POS) solution, provides a single platform to sell and track physical and digital gift cards branded with your logo. Gift cards can be issued, refilled and redeemed in store, online or via a mobile app, and your customers' gift card usage can be tracked and monitored.

Give your customers exactly what they desire while increasing average spend, driving repeat transactions and building loyalty using Jesta's feature-rich Gift Card module.

- ✓ Issue, activate and deactivate gift cards
- ✓ Centralized gift card management
- ✓ Transfer balances between gift cards
- ✓ Issue and activate gift cards in bulk
- ✓ Compliant with all state laws



Easy to Implement

Completely integrated with Vision Store (POS) to keep things simple and costs low.



Get Physical — or Not

Plastic and digital gift cards give customers the option to choose the type that is most convenient for them.



Omnichannel Functionality

Cards can be bought, used, tracked and refilled in store, online and via an app.



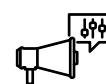
Money Without Movement

Sales are made without making a dent in any of your inventory.



Retain Revenue

Store credit issued via gift cards prevents lost revenue from item returns.



Self-Promotion

The pocket-sized card is a portable ad that builds your brand.

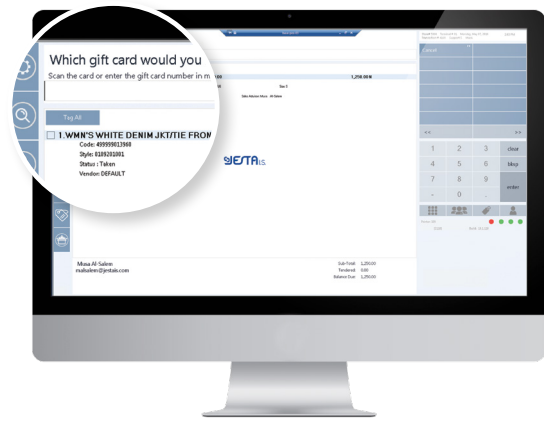
How does it work?



1. ISSUE

Let your customers decide the exact amount they would like to put on their physical or digital gift card purchase. Give them in-store or online functionality.

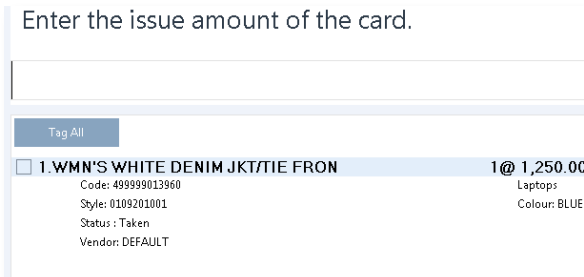
- Top up their gift card
- Track their gift card balance
- Use their gift cards
- Pay with their gift card on a mobile app (if the retailer provides this functionality)



2. REDEEM

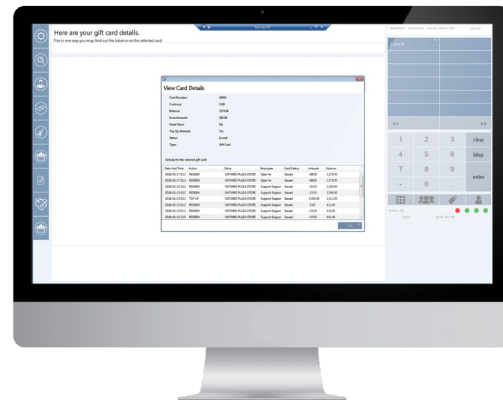
Payment with a gift card is quick and seamless, taking only a few seconds to complete. Often, customers who have a gift card will increase their basket size as part of it has already been paid for. With Jesta's gift card module, all card balances are held centrally and can be acquired in real time so a card **cannot be used fraudulently** at more than one location.

Enter the issue amount of the card.



3. REPORT

Access important financial data such as liabilities with our flexible reporting module. Classify your gift card sales by time period and by store or associates to know where your gift card sales originate. Moreover, get to know your customers and better understand their behaviors by tracking their gift card purchases and use this information to strengthen relationships with them.



ABOUT JESTA I.S.

Jesta I.S. is an international supplier of integrated software solutions for brand manufacturers, wholesalers and retailers specializing in apparel, footwear and hard goods verticals. Jesta's Vision Suite is a modular software platform that helps simplify the omnichannel journey for retailers and wholesalers – from PLM to POS. With 50 years in the business, Jesta I.S. has the experience and resources to help with the technology aspect, the human factor and everything in between.



READY TO LEARN MORE?
CONTACT US TODAY FOR INFORMATION.

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