

First DataSM Gift Card Solutions for Mid- to Large-Sized Merchants

With the First DataSM Gift Card solution, merchants can drive traffic to their businesses, increase sales, build brand awareness and improve customer satisfaction.

Problem

Paper gift certificate programs are hard for merchants to manage in terms of reconciliation and reporting, and they also take considerable time to issue at the point-of-sale.

Solution

First Data provides mid- to large-sized merchants with an electronic gift card solution that includes end-to-end program support to facilitate successful gift card programs.

Features

First Data Closed-Loop Gift Solutions are fully integrated into the technology-driven infrastructure of First Data, a market leader in transaction processing and payment solutions.

Program features include

- Client Services
 - Marketing Support
 - Designated Account Management
 - Help Desk and Technical Support
 - Professional Program Implementation
- Dedicated Consumer and Merchant IVR
- Fraud Protection
 - POS Support
 - Real-Time Transaction Processing
 - Reporting

Additional premium options available, including

- Business-to-Business (B2B) and Business-to-Consumer (B2C) Fulfillment Services
- Advanced Reporting
- E-Commerce
- Settlement Solutions

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Help Your Business

- Increase brand exposure
- Increase consumer loyalty
- Additional revenue from “uplift” upon redemption and repeat business (56% of consumers spend more than the initial value of the card*)
- Eliminate cash returns
- Lower administrative costs due to electronic transaction process
- More secure than paper gift certificates

56% of consumers spend more than the initial value of their gift card*

Help Your Customers

- Consumers benefit from the convenience of an easy gift choice
- Purchasers and receivers rate their overall satisfaction with Gift Cards as a 9 on a scale of 1-10, with 10 being “extremely satisfied”.*
- Recipients benefit from gift cards because they can select a gift of their choice
- Portability of plastic—consumers no longer need to worry about cash or cumbersome gift certificates
- Spending cards provide consumers with a fast and convenient payment method that can also act as a budgeting tool

A Global Leader in Electronic Commerce

First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

For more information, contact your United Payment Services Representative at 1 (866) 886-4833.