



## ILION Gift Card Loyalty-inducing System by gift cards

*How to make a gift without making a mistake? / The easiest way to guess when you want to make a gift*

### INTRODUCTION

Finding ways to attract new customers and boost sales in an increasingly competitive market, implies the employer must search for new ways to stimulate and facilitate the purchase of their products.

Many of your clients have been in the complicated task of choosing a gift and bought something that at the end is not of the likes of who receives it, or does not suit them or is not of their need. **ILION Gift Card** offers a solution to these problems through its loyalty scheme for Gift Cards, cards preloaded with a fixed amount, allowing their customers to exchange their value for a product/s, spending the amount in part or in whole, but only in their establishments.

**ILION Gift Card** is one of the most profitable loyalty systems given the low investment required and the main incentive to the purchase involved. Many customers choose this option when they have to make a gift and often the card is exchanged for a higher value product than the initial amount prefilled in the card.

**ILION Gift Card** guarantees purchases of the same value as the amount in the card, but especially a possible extra benefit, since the person that exchanges it will choose a gift for the same or higher price to the cards credit. In the case the card went missing or the exchange was forgotten, the paid amount would be a free cost benefit for your business.

**ILION Gift Card** success lies in a loyalty scheme easy to implement, manage and expand, while contributing to increased sales of up to 25%, grasping undecided customers or with no time to choose a gift, at the lowest possible cost.

## ADVANTAGES

### CLIENT

- ↘ **Flexibility.** The customer can buy at any time, any product in your establishment or store network.
- ↘ **Comfort.** Those customers without time to choose a gift, save the crowds and the stress generated by going out to search for gifts.
- ↘ **Security.** Those undecided customers who do not want to risk to commit a mistake, will find the gift card the easiest option when they want to make a gift.
- ↘ **New experience.** Gift cards help to create a unique experience at the point of sale, allowing the receiver to buy quickly and easily.
- ↘ **Control.** Because gift cards are prepaid cards, spending is limited to the amount of money added in the card

### TRADERS

- ↘ **Increased revenue.** In most cases the customer ends up buying a product with a greater value than the cards one so he/she will need to complete the purchase with another form of payment.
- ↘ **Increase visitors.** Gift card users tend to average two visits for the use of the same and usually are new customers, helping to increase store visits.
- ↘ **Increase the average sale.** Customers spend more in stores and are less price sensitive.
- ↘ **Keep cash.** Unlike gift vouchers, gift cards, store their value and do not require cash reimbursement for the remaining value after the first transaction.
- ↘ **Improve cash flow** by using the income derived from card sales until the client makes use of it.
- ↘ **Potential income.** If the card is lost or not made use of it, will have an extra benefit for your business.
- ↘ **Increased awareness of the brand.** With personalized cards with your corporate image, maintain your business in the mind of your customers, they will have the reminder of your business in their wallet.
- ↘ **Increased operational efficiency.** Gift cards help to reduce fraud and administrative processes associated with gift vouchers, you can control at all times and centrally all activity online .

## CHARACTERISTICS

- ↘ **Fully compatible** with other management programs: ILION Gift Card does not force you to change your current POS program, managed simply through an internet connection.
- ↘ Suitable for groups such as franchises, shopping centers, associations, etc.
- ↘ **Simultaneous use and share.** The consumer can use his "gift card" in any of the participating shops.
- ↘ **No need for special equipment,** no complex and expensive devices are required, only a computer with Internet connection is needed.
- ↘ **Total control** by the company over the activity carried out by associates.
- ↘ **Centralized work protocols.** All businesses operate subordinate to the central. Which issues the cards, manages transactions, eliminates stores, etc. .
- ↘ Possibility of **customized adjustments** to the specific needs of each company.
- ↘ **Minimum investment:** Due to the fact that you only need a card reader connected to the Internet and the different possibilities regarding to the cards, it's possible to implement the ILION Gift Card system in your company with minimum costs.

## OPERATION

The cards are sold like any other product of your store, allowing users to use them to purchase any product in store.

Each time a customer makes a purchase, their card is inserted into the reader, which communicates with a centralized system through a secure connection with SSL certification, via a web browser requesting the amount of the operation, the ticket number and the name of the seller. This information is sent in real time via the Internet to the management program, which returns to the reader the new card balance, after deducting the amount of purchase. If you do not use the total value of the same, the balance may be used at future purchases. In the event that the balance was not sufficient to complete the purchase, another form of payment can be used to pay the difference.

From the management program you can centrally control all transactions from different shops, as well as their data: the total amount of the ticket, card number, balance of movements, etc. This data allows us to have effective control over the movements generated by the sold cards, helping to reduce fraud and administrative processes associated with traditional methods such as gift vouchers.

