

Valutec[®]

COFFEE SHOP, DELI AND CAFE GIFT CARD HELPFUL TIPS

Are you maximizing your gift card program?

We offer many options for your gift card program to drive sales in your coffee shop or deli and cafe so you can now compete with those “big chain” shops and stores in your area.

Begin to build brand awareness and separate your business from the competition which will help increase customer satisfaction and raise foot traffic in your stores. Creating a reward for repeat customer business also helps bounce back shopping.

Here are some tips to help you get started.

- Advertise gift cards every chance you have at your check out, on your menu and train your staff to sell them.
- Encourage customers to convert their physical gift cards to digital cards so they can pay with their phone. They'll be more likely to reload and use their digital cards.
- Reward loyal customers with cash back rewards every time they purchase or reload. Identify your loyal customers by capturing their contact and demographic information to run targeted marketing campaigns.
- Create multiple looks and styles of your gift card to offer more options. Think about holidays and school events where your cards may be featured. Refresh the look of your cards every year.
- You can give gift cards to customers to resolve customer complaint issues, poor service, or customer dissatisfaction.
- You can use gift cards when asked for charitable donations.

Use gift cards to help grow your sales and encourage customer loyalty. Helping your customers become familiar with your business demonstrates the value you bring to them while driving repeat sales back to you. And gift cards are easy, allowing you to focus your time on your business.

We're here to help if you need any assistance leveraging your gift card program to your customers. To learn more about gift cards, call us at 800.509.0625 or visit us at valuteccardsolutions.com.