

Opticard®

BUILD YOUR
BUSINESS
WITH GIFT
AND LOYALTY
PROGRAMS

ONE CARD,
UNLIMITED
POSSIBILITIES



Implementing gift and loyalty programs offers businesses several benefits that can increase sales and improve customer relationships

Improve Your Business With Gift and Loyalty Programs From OptiCard

Attracting new customers and retaining current customers is crucial to any business, especially when economic times are tough. Establishing customer-centric loyalty and gift card programs is a key way for retailers to attract and retain customers.

We can help any type of business reap the rewards that gift and loyalty programs offer. Our customizable card programs keep customers coming back.

ATTRACT NEW CUSTOMERS AND BUILD CUSTOMER LOYALTY

Loyalty programs help businesses of any type and size

- **improve customer relationships**
- **build customer loyalty**
- **enhance customer base**
- **increase sales**

With three programs available — point rewards, frequency rewards or discount rewards — businesses can choose the program that will most appeal to their customers, allowing them to earn special rewards, promotions and discounts for spending.

You set the parameters, and your customers enjoy the rewards.

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Generate Incremental Sales

With multichannel delivery, you can integrate a gift card program into an existing website, enabling customers to purchase gift cards online, send gift cards electronically, redeem gift cards online and monitor gift card balances and account activity online.

Gain New Marketing Opportunities

Paper gift certificates just don't boost your brand identity. Over the last year, nearly 50 million adults purchased gift cards. Recent studies indicate that 83 percent of Americans use gift cards — and gift cards bring customers to retailers: More than half of gift card recipients make multiple trips to the retailer's store to use the card's value, and 61 percent spend more than the card's original amount at the store. Because the cards are branded with your store's name and logo, gift cards are also powerful marketing tools, reminding cardholders of your business each time they use the card or see it in their wallets.

You can enhance your gift and loyalty programs with creatively merchandised cards throughout retail locations and online with custom designs, coordinating carriers and unique POS displays. Opticard provides innovative card designs for special promotions, co-branding opportunities or seasonal occasions. Furthermore, Opticard can help businesses create unique merchandising displays and materials, including envelopes and carriers, card holders, table tents, display racks, buttons and posters. Opticard works with its clients to continually enhance and improve the success of their card-based programs.

Increase Security

To help prevent fraud, gift cards hold no value until they are sold to the customer and activated. In addition, Opticard systems prevent fraudulent activity by both cardholders and employees, and reports are designed to spot any questionable behavior.



Keep Your Best Customers Happy with Opticard Loyalty Programs

// A successful loyalty card program enables retailers to better know their customers and their preferences. They can track customer demographics to identify key customer segments, as well as deliver targeted messages and experiences to customers. //

Loyalty programs allow you to offer customer incentives in three ways: point rewards, frequency rewards or discount rewards. These programs can operate on a gift or stored-value card, or you can issue cards solely for the loyalty program.

- **Point Rewards Program** — With the point rewards program, customers earn points or rewards based on how much they spend with the business. Award levels and points redemption are customizable, and in the case of stored-value or gift cards used for loyalty, reward dollars or discounts can be added to the card.
- **Frequency Rewards Program** — The frequency rewards program allows customers to purchase a predetermined number of items to receive a free or discounted item. This is a great incentive for regular customers to earn discounts or free merchandise.
- **Discount Rewards Program** — Discount rewards program allows you to give customers an immediate, fixed discount when they present the card at the time of purchase.

These programs also allow you to offer customer savings while tracking customer spending and habits.

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Gain more revenue and increase your customer base with gift and stored-value cards

Recent studies indicate that 83 percent of Americans use gift cards — and gift cards bring customers to retailers: Fifty-four percent of gift card recipients make more than one trip to the retailer's store to use the card's value, and 61 percent spend more than the card's original amount at the store.

Save time and prevent fraud by implementing Opticard gift and stored-value card programs. With these customizable programs, you choose the design, currency, expiration dates, inactivity support fee, card conversions and whether the cards are single-use or reloadable. The following programs are available:

- **E-Gift Cards** — Purchased online, these gift cards are delivered to recipients via e-mail and can be redeemed at the business, on the business's website or over the telephone.
- **Complimentary Cards** — These cards provide a valuable customer service tool and allow you to track separate funds provided to customers at no cost, for example, as a "thank you for your business" or "sorry for the poor service."
- **Promotional Cards** — These cards attract customers for special events, such as a grand opening or birthday, allowing you to set the card parameters, as well as define items, discount amounts, expiration dates and purchase requirements.
- **Online Redemption Cards** — These gift cards can be purchased in-store but redeemed exclusively online, allowing online merchants to market goods and services at specific points of retail distribution.
- **Merchandise Returns** — These cards can be issued in place of a cash refund or traditional credit certificate, and the refund can be added to an existing card and tracked separately.
- **Multi-Retailer Cards** — Gift card programs can be used by multiple merchants in a preset environment, such as a shopping center, resort village or downtown shopping district.
- **Franchise Programs** — With programs for complete or partial franchise organizations, Opticard provides the necessary settlement reports and allows for a variety of intra-organization pricing and discount models.

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Why Choose Opticard?

Backed by a recognized industry leader with more than a decade of experience in the gift and loyalty card program business, these end-to-end solutions help businesses implement new card-based programs or improve their existing programs.

Rapid Time-to-Market and Updates

With expert engineering and project management teams, Opticard includes the best people in the industry. Thus, you are able to get your programs to your customers rapidly, and updates and changes to programs can be achieved quickly and efficiently.

Unique Functionality

Opticard offers you unique functionality because programs can be customized and tailored to your needs. No matter what the type of business, Opticard can design a loyalty/gift program that will appeal to your consumers and keep them coming back. Opticard expert engineers can modify a current program or design into something completely unique for your business.

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