

Gift Card Programs FAQ's

GIFT AND LOYALTY IN A
SNAP

1. Can your gift cards be used in multiple locations?

- a. Yes. If you have multiple locations for your business, the cards can be sold and redeemed at all of your locations, and we even have reporting that will show exactly where each card was purchased and redeemed so that you can move funds around for cards purchased and redeemed in different places.

2. How do I process the transactions on the card?

- a. 1) You can use a credit card terminal that we program with a small software program that sends the transactions to us;
- 2) You can use our virtual terminal, which is a secure web site that you log into to perform transactions over the internet;
- 3) In some cases, we can integrate with your existing POS system; or
- 4) You can build our gift card program into your web site so that you can accept your gift cards for purchases online, by implementing our API into your shopping cart.

3. What happens to the money when a customer buys a gift card?

- a. ProfitPoint does not touch your money. When a customer purchases a gift card you accept payment as you would for any other item in your store. That payment goes into your register. Then you perform a gift card issue transaction using your terminal, POS or the Virtual Terminal, you are simply letting us know how much the card is worth and we track that electronic value for you in real time.

4. What number do my customers call to check their card balance?

- a. Cardholders can check their balance anytime by visiting the balance checker page of our website at www.checkbalance.rewardforloyalty.com. If you prefer you can place the balance checker on your website. Contact your account representative for more information on setting up this feature.

5. What is the difference between Cards & Certificates?

- a. Gift cards are easier to issue and track than paper gift certificates due to their electronic format. Gift cards can be customized with your logo and business information. Cards drastically reduce the risk of fraud or theft.

6. How can gift cards help to grow my business?

- a. When branding cards, they act as a "Billboard in your Wallet" for the merchant, encouraging repeat business. They can also be used as powerful marketing tools. Speak to a ProfitPoint representative to learn more about gift card marketing strategies and programs like our "Gift Card with Purchase".

7. Can the Card be used if its Available Balance does not cover the total purchase price?

- a. The way the ProfitPoint Program is set up will allow the customer to use the gift card for any available balance that is left on the card. If the balance on the card does not equal the amount of the purchase, our system will prompt your employee to ask for the exact difference.

8. What if the Card is lost or stolen?

- a. It is up to the merchant to determine whether or not the card can be reissued. We provide the ability to record the name of both the purchaser and the holder. This information goes into a database that you can use for marketing purposes as well.