



## Gift Cards

### Make Gift Cards Work For You

The Restaurant Manager™ Gift Cards and Accounts module is a powerful solution that not only manages the sales and redemption of gift cards and certificates but also allows you to establish and maintain customer accounts.

## Gift Cards

Sales of gift certificates and gift cards are a wonderful way to increase sales and boost your name recognition. Many times, guests will spend more than the face value of the gift card and some restaurants have created programs that distribute \$5 gift cards to local sports teams as prizes as well as gifts to neighboring businesses as a way to get people in the door. In addition, redemption rates on gift certificates can be as low as 81%, generating considerable breakage for the restaurant.

### *Key gift card features include:*

- User-defined certificates and gift cards
- Multiple gift certificate types and templates
- Simple two-touch or 'swipe' sales process
- Instant recall of details on any individual account
- Automatic, real-time tracking and reporting
- Works with ASI's Customer Loyalty program for special discounts and promotions

