

# Gift Cards

**Customer Engagement:** Incorporating gift cards into your Point of Sale enhances customer engagement and provides an attractive gifting option.

**Revenue Boost:** The inclusion of a gift card module can lead to increased revenue as customers often spend beyond the card's value, and unused balances can positively impact your cash flow.

**Campus Boost:** Gift cards stimulate spending across campus in all departments including dining, bistros, salons, and gift shops.

**Flexible & Customized Cards:** Promote your community brand with customized cards showcasing your logo. Versatile card options empower you to make use of your existing cards, order your own, or entrust us to design and order seamlessly.



## 'Digitize' the Gift Card process.

Ditch the manual paper method for a much easier and accountable program, powered by the FullCount back office.

Even better... cards can be linked to customer accounts in the event cards are lost or forgotten!