

Frequently Asked Questions:

Gift Card Related Questions:

Q. Can I use my gift cards that I already have?

A. Yes. Either enter account number manually or contact us to set the card reader for you, so you can swipe your cards.

Q. Do you offer a gift card printing service?

A. Yes. Please contact us and request a quote. Keep in mind that when we print your gift cards you can swipe them with no problem.

Q. How can I re-sell my gift cards?

A. Keep gift cards with zero balance. Go to the Charge a Card page and add credit to them, when you have a new customer for gift card. Nevertheless, you can just add credit to a zero balance card for the same customer.

Q. How should I deal with lost or stolen gift card reports?

A. Once you receive such report, ask for gift card number. Go to Control Panel and find the card in the Gift Cards list and then change its status to Inactive.

Q. I swiped a gift card but I did not get the account number. What should I do?

A. Click the Reset button and try again.

Credit, Debit and Reward Points Related Questions:

Q. I tried to add credit to a gift card but Process the Card button is disabled. What should I do?

A. Make sure that account number is in its right location on the form and click on the "Check the Card" button.

Q. When should I use reward points?

A. It very much depends on your policy as how to use reward points. However, as soon as there is enough cash value for reward points you can use them toward a payment. We recommend you promote your gift cards by referring to the fact that for every dollar spent by your customers to buy a gift card you also add reward points. This could increase your gift card sale.

Q. What is Reward Point and how different is it from credit?

A. Reward Point is an additional value that you offer to your customers in order to buy more gift cards or gift cards with higher dollar amount. Credit is real dollar amount you charge a customer to sell a gift

card. For instance, when you sell a \$50 gift card you collect \$50 from customer and then you add 5 reward points to the card, which adds up to \$0.50 (if your exchange rate is 10%).

Q. How can I change the exchange rate of reward points, in order to change their cash value?

A. Login as admin. Go to control panel and change exchange rate. Remember that each reward point would be multiplied by this rate to make up a cash value.

Q. Can I sell gift cards without reward points?

A. Yes. Simply set the exchange rate to 0.

Q. Can you give me an example of when I should promote reward points?

A. Consider this. You want to raise fund for a charitable cause. You can simply tell your customers that for every dollar that they spend on gift card you give 10% to a charity. Then all reward points will sum up and you can make a payment to that charity, while you have encouraged your customers to participate by buying more gift cards.

Q. Can I just partially charge a gift card?

A. Yes. For the charge amount, enter a value that is less than the total available credit on the gift card.

Q. How about possible fraud and abuse of reward points?

A. Since only admin can set the exchange rate of reward points and also Gift Card Smart manages how many points goes to each card upon adding credit to the card, it's impossible to abuse the system.

User related questions:

Q. How many admin a system can have?

A. To protect the system and assure the security and integrity of data, only one user with admin level of access is allowed. All other users are considered as Cashiers.

Q. How many new users can I add?

A. As many as you need.

Activation related questions:

Q. What page should I go to in order to re-activate a gift card?

A. Re-Activation is done in control panel.

Q. Can I go to control panel in order to activate a gift card for the first time?

A. No. you will not find the card in control panel. You must activate gift card in the Activation page.

Q. Can I delete a gift card with zero dollars in balance and a positive balance in reward points?

A. Yes. In order to delete a gift card from the system, it should have zero dollars in credit balance.

Q. Is there any way to delete a card with a positive credit balance?

A. Well, you could debit the card for the whole credit balance. In other words, decrease its credit to zero and then delete it.

GIFT CARD SMART