

World Gift Card

Reseller information
Gift & Loyalty Processing

Who is World Gift Card?

World Gift Card was one of the very first Gift & Loyalty service providers. Now with over 17 years of experience we are a stable leader in the industry.

We are an independent processor and our gift & loyalty processing and card printing are done in-house.

Our 17 plus years of experience in the industry makes us a great choice to be your Gift & Loyalty card processor!



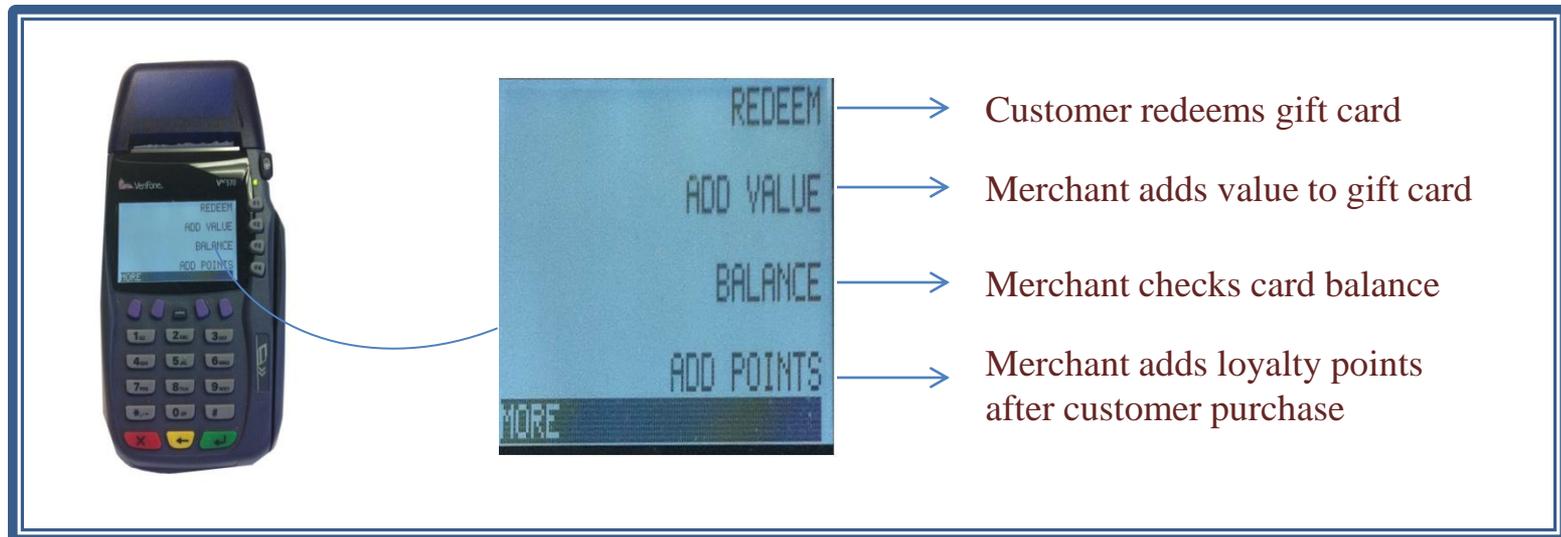
Keeping it Simple!

- ▶ A one page sign up for gift and loyalty
- ▶ Onsite printing of custom and generic cards that allows for 3-5 business day turnaround time.
- ▶ Gift & Loyalty programming included at one price
- ▶ Merchant portal for live reporting and tools



Basics of our Gift Card Program

Quick and easy to use functions allow the merchant to process transactions on the fly. The program is supported by a merchant portal that allows for live gift/loyalty card reporting and many features such as: Card loads, virtual terminal, clerk Id setups and much more!



Basics of our Loyalty Program

Our loyalty program that is included with our gift card services is a points program that rewards customers when they reach a point goal. The merchant decides what the point goal is and what the reward is – the merchant has full control of the program.

All of our cards that we produce can function as a gift card or loyalty card or both at the same time.

Automatic monetary
add



Types of
Rewards

Printed Reward

SAMPLE RECEIPT

555 5 Ringstreet
Houston, TX 78745
555-555-5555

***YOU HAVE EARNED
A FREE CAR WASH***

ORIGINAL TRANSACTION INFORMATION
STORE : 00032
REGISTER : 001
DATE : 12/31/2005
NUMBER : 5194

	259.99

SUBTOTAL	259.99
SALES TAX	21.45
TOTAL	281.44

AMOUNT TENDERED	281.44

VISA	
ACCT: *****1234	
EXP: *****	
APPROVAL: 889999	
CARDHOLDER: JANE SMITH	
TOTAL PAYMENT	281.44

Transaction: 02058	1/8/2006 2:40 PM

CARDHOLDER SIGNATURE:	
<i>Jane Smith</i>	
THANK YOU FOR SHOPPING WITH US WE APPRECIATE YOUR BUSINESS	

Who do we work with?

- ▶ TSYS
- ▶ Chase Payment Tech
- ▶ Elavon
- ▶ First American Payment Sys.
- ▶ Gravity Payments
- ▶ Heartland
- ▶ Ipayments
- ▶ Transfirst
- ▶ Vantiv
- ▶ World Pay
- ▶ Dejavoo – **New for 2019!**
- ▶ Verifone Vx520
- ▶ Ingenico ICT 220, 250
- ▶ Pax S80 & S300
- ▶ All POS systems utilizing datacap giftepay
- ▶ Tablets, iphones, ipads
- ▶ Micros
- ▶ RMS

World Gift Card is processor independent but works with the mainstream processors and the newest PCI terminal equipment to help meet the needs of today's merchants. Ask us for a complete list of compatible equipment for the World Gift Card Services.

How do I sign up a merchant with your services?

Our job is to assist our resellers with their prospective merchants.

If a reseller simply wants to give us a phone number and let us handle everything from that moment on, we are grateful and happy to do it.

If our reseller needs us to participate in conference calls and create proposals on their behalf we are glad to do that too.

Whatever roll we need to do to assist our resellers with their merchant is what we will do. We thrive on keeping things really simple for everyone. We have a one page application that gets everything rolling and we are happy to assist with artwork to help the customer have a fantastic looking card.

What if the merchant already has gift cards? Conversion cards?

One of the perks with working with Word Gift Card is we have a lot of years of experience with conversion accounts. So if your merchant is concerned about an interruption in their gift card program you can rest easy.

We do conversion accounts weekly – we can give you step by step instructions to help you convert those needed gift card accounts over to your platform. We are able to do this after hours so there is no down-time for the merchant. Most of time we can do the conversion in a matter of minutes after collecting the data we need a head of time. We do not have conversion charges either.

Does the program pay residuals?

Yes, the reseller receives buy-rate pricing and receives monthly residuals on the mark up of the services. Our buy-rate pricing is very competitive and comes with starter pack pricing. We understand that in most cases the merchant is looking for a low-cost startup program. Our pricing allows the reseller to mark up the services and still have a program that is not pricing prohibitive to the merchant.

We have no artwork fees, no conversion fees, no startup fees! The pricing and customer service you are able to provide through World Gift Card will allow you to have a great retention tool to help keep your merchants as your permanent clients.

How do I receive more information?

For more detailed information and pricing please reach out to Ken Mauldin

Ken Mauldin

ken@worldgiftcard.com

888-745-4112 x7001

218 Cedar street, Abilene, TX 79601

www.worldgiftcard.com

