



SOFTWARE THAT THINKS LIKE A MERCHANT

www.SmythRetail.com
866-SMYTH-RT (769-8478)

STORED VALUE

Stored Value: Certificates, Cards & Credits

Gift cards are rapidly becoming the hottest holiday and special event purchase for many retailers. While the market is flooded with gift card options, they are often very expensive after paying for transaction fees and forfeiture of “breakage” – unused balances. The **Merchant Plus!** Gift Card program lets you fully control your own Gift Card program and eliminate these high processing costs without sacrificing controls, detail audit trails, and fraud prevention such as counterfeits.



OPTIONS

- Gift Cards
- Store Credits
- Gift Certificates

FEATURES

- Gift cards available in any monetary amount
- UPC or magnetic stripe encoded gift cards
- Maintain history of purchases by customer
- User definable automatic expiration
- Integrated to your **Merchant Plus!** Point of Sale System

BENEFITS

- Increase holiday and event gift sales
- No Transaction Fees!
- You retain all “breakage” (unused credits)
- Personalized service and auditable controls on re-issuing lost credits
- Promotional opportunity to convert credit balances into sales with the Data Mining Tool.
- Re-issue redeemed Gift Cards.