

teleflora.®



Gift Card How-to Guide

A How-to Guide for launching a
Gift Card program in a teleflora. shop

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Introduction

What is a gift card?

A gift card is a plastic card with an encoded magnetic strip that resembles a credit or debit card. Gift cards are now generally used in place of paper gift certificates.

Gift cards are increasingly popular among consumers. It is a great way for you to increase sales, market your business, and generate repeat customers.

How does a gift card work?

Gift cards can be sold in any amount. They are redeemable for all products and services at your shop and work just like a credit or debit card. Gift cards can be merchandised at the point-of-sale with a variety of countertop displays.

Customers purchase gift cards from your shop in any dollar amount by using cash, check, credit card or debit card as payment. The amount of the gift card value is loaded and stored on the POS system or host database by swiping the gift card's magnetic stripe through the appropriate terminal. A gift card balance will decline as the gift card is used.

Redeeming a gift card in as shop is just as simple. Depending on the system in your shop a gift card can be swiped, scanned (if you have a barcode scanner), or typed in manually when completing a sale.

Benefits of having gift cards

- **Increased sales** - Gift cards outsell paper certificates by 20% - 500% resulting in increased sales and higher average ticket amounts.
- **Customers spend more** - 55% of customers spend more money than the value of their gift card.
- **Build brand identity** - A gift card displaying a shop's name is a walking advertisement. Every time a customer opens their wallet, they'll see the customized gift card and be reminded of your shop.
- **Create customer loyalty** - Customers will go out of their way to shop at a store where they have a gift card, even if a closer merchant exists, if they have unused value on the gift card. And since the card retains any unused balance, the customer must return to your shop to use remaining funds on their gift card.
- **Easier record keeping** - Unlike the manual process of issuing and redeeming paper gift certificates, every gift card transaction is recorded electronically at the point-of-sale. You'll have access to a complete suite of reports providing key details on card issuance and redemption.

Gift Card State Statutes and Laws

It is important to become familiar with gift card/certificate statutes and laws in your state. Most state statutes and law will have detailed requirements for gift cards, both policies on the card and in your shop.

For a rundown of gift card state statutes and laws, you can visit the [National Conference of State Legislatures](http://www.ncls.org) (www.ncls.org) and enter 12474 in the search function. This will pull up the current Gift Cards and Gift Certificates Statutes and Recent Legislation for all states. Use the information on this page as a guide to help you find the correct legislation for your state.

Gift Card “Make-up”

What to include on a gift card?

A gift card is like a business card for your shop. You will want to include of the pertinent information that a potential customer would need to know about your shop.

Standard items on gift cards:

- **Magnetic Strip**
- **Barcode area/numbered code**

Items on the gift card that we recommend adding:

- **Gift Card**
- **Your shop name/logo**
- **Full address (street, city, state and zip code)**
- **Phone number(s)**
- **Website URL**
- **Legal disclaimer** – here are several examples:

- This card cannot be redeemed for cash except in those states which require redemption for cash. *Flower Shop Name* cannot replace or reissue lost or stolen gift cards.
- Gift Cards may not be returned or redeemed for cash, except where required by law. *Flower Shop Name* cannot replace or reissue lost or stolen gift cards.
- Gift Cards can be redeemed for products or services at *Flower Shop Name*, and cannot be redeemed for cash or credit except where required by law. *Flower Shop Name* cannot replace or reissue lost or stolen gift cards.
- This is a *Flower Shop Name* Gift Card. You may use it for payment when making purchases at *Flower Shop Name*. It is redeemable for product and services only

Front of Gift Card example



Back of Gift Card example



unless prohibited by law. Any unused amount can be used for future purchases. *Flower Shop Name* cannot replace or reissue lost or stolen gift cards.

Optional items for gift card (Check your local state laws in reference to adding expiration dates to gift cards):

- Expiration date, that must be at least 10-point type, the words 'EXPIRES ON' or 'EXPIRATION DATE' followed by the date on which the card expires.

Gift Card Shop Policy

Establishing a gift card policy

If your shop is going to offer gift cards, it is best to establish a gift card policy to help your employees and your customers to understand how it works in your shop.

If your shop will have expiration dates on your gift cards, you will need to include that within the gift card policy for the shop.

Don't forget to become familiar with your state laws, and make sure that your policy reflects the legislation.

Sample Gift Card Policies:

Flower Shop Name Gift Cards can be use it for payment when making purchases at *Flower Shop Name*. It is redeemable for product and services only unless prohibited by law. Any unused amount can be used for future purchases. *Flower Shop Name* cannot replace or reissue lost or stolen gift cards. *Flower Shop Name* Gift Cards hold no value until purchased.

Flower Shop Name Gift Cards cannot be redeemed for cash except in those states which require redemption for cash. *Flower Shop Name* cannot replace or reissue lost or stolen gift cards. *Flower Shop Name* Gift Cards hold no value until purchased.

Flower Shop Name Gift Cards cannot be redeemed for cash except in those states which require redemption for cash. *Flower Shop Name* cannot replace or reissue lost or stolen gift cards. *Flower Shop Name* Gift Cards hold no value until purchased. *Flower Shop Name* Gift Cards expire one year from the date of purchase unless prohibited by law.

Storing cards in the shop

- Keep cards away from heat and magnets – both will damage the magnetic strips on the back of the cards.
- Gift cards need to be easily accessible for your staff to sell and your customer to see.
- Gift cards do not have any value until they are loaded with the fund information during a sale.

Gift Card Marketing Ideas

- Mention gift cards during the sale to let your customers know about the program.
 - Train your sales staff to ask during a walk-in sale if they would like to purchase a gift card.
- Suggest to your current customers that they purchase gift cards for holiday parties and events as door prizes.
- Donate gift cards to local charity events—another easy way to introduce your shop to new customers.
- Make gift cards part of a frequent buyer program. For example, you could reward each customer who spends \$500 on products and services with a \$25 gift card.
- Use gift cards as credit for store returns (check state laws first).
- Contact local home builders and real estate agents in your area about including your gift cards in their “Welcome to Your New Home” baskets.

Setting up my shop with Gift Cards

Dove POS™

General Information

With the release of Dove POS 4.0, the Gift Card module is now available. This gift card module is seamlessly incorporated into the Dove POS system. The gift card module is easy to use, so everyone in your shop will be able to sell and redeem gift cards. This module can help your shop to attract new customers and increase your store's revenue.

Benefits of Dove POS Gift Card module

- Sell gift cards in any amount
- Redeemable for all products and services at your shop
- Track gift card sales
- Customized gift cards can be made for your shop
- Keying in a sale and redeeming gift cards is simple — everyone in your shop can do it!
- Two new reports track the effectiveness of your gift card sales
- 100 FREE gift cards included!

Each Dove POS shop that purchases the gift card module will receive 100 free gift cards. Additional gift cards must be purchased through Teleflora's vendor, One Resource/CompuForms.

Gift cards can also be customized for shops with logos, graphics and more at an additional cost by Teleflora's vendor On Resource/CompuForms.

Refer to your Dove POS User Manual or Help function for detailed instructions on how to sell and redeem gift cards with your system.

How to Purchase

In order to for a Dove POS shop to add gift card functionality, you will need to purchase the Gift Card Module. Please contact your Territory Sales Manager to purchase.

Ordering Gift Cards for Dove POS

Create personalized gift cards for your customers with your store logo and information on them through One Resource/CompuForms. These gift cards are designed to work with your Dove POS system. Teleflora has designed a series of eight gift cards that your shop can use or you can have a special design created for your shop by One Resource/CompuForms or created by your own graphics designer. If you choose to design your own card, please contact our representative at One Resource/CompuForms, Inc. for the art requirements.

See images to the right for the pre-designed cards by Teleflora.

Gift Card Pricing*

Quantity	Price Per Card	Total Cost
500	\$0.95	\$475.00
1,000	\$0.65	\$650.00
2,500	\$0.38	\$950.00
5,000	\$0.28	\$1,400.00

*All prices are based on digital artwork being supplied to One Resource/CompuForms from client. Shipping costs are reasonable but not included. One-time set-up fee of \$75.00 is needed for all new artwork. This covers the cost of press materials and waste consumed during color correction. First PDF proof and test cards are sent at no charge. Additional proofs are \$35.00.

Contact information for ordering gift cards:

Joe Matteson, One Resource/CompuForms

Phone: 800.296.3676 or 703.404.0260

Fax: 703.404.0264

Email: joem.safeguard@gmail.com

Web: www.compuformsinc.net

Gift Card Reporting

With the Dove POS Gift Card module, you will have access to two gift card specific reports: the Gift Card Sales Analysis Report and the Gift Card Transaction Detail Report.

- The Gift Card Sales Analysis Report includes information about the number of transactions performed by a gift card, the amount



of dollars purchased in gift card product, the relative amounts redeemed by customers, the date the cards were sold and the operators associated with the sales.

- The Gift Card Transaction Detail report provides details of each gift card transaction. Information provided includes gift card number, order ID, transaction date, transaction type, operator and the amount redeemed.

Reordering gift cards

Contact our vendor at One Resource/CompuForms, Inc. for reorders. See contact information on page 11.

RTI

Ordering Gift Cards for RTI

Create personalized gift cards for your customers with your store logo and information on them through One Resource/CompuForms. These gift cards are designed to work with your RTI system. Your shop can have a special design created for your shop by One Resource/CompuForms or created by your own graphics designer. If you choose to design your own card, please contact our representative at One Resource/CompuForms, Inc. for the art requirements.

How to use gift cards with RTI

Refer to your RTI User Manual, Help function or online forum for instructions on implementing and using gift cards within your shop.

*Gift Card Pricing**

Quantity	Price Per Card	Total Cost
500	\$0.95	\$475.00
1,000	\$0.65	\$650.00
2,500	\$0.38	\$950.00
5,000	\$0.28	\$1,400.00

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Web: www.compuformsinc.net

Gift Card Reporting

RTI offers a number of gift card related reports.

- The Print Gift Card Remaining Balance Report allows you to view/print the remaining balance information associated with your gift card program.
- The Expired Gift Card Report allows you to view/print information associated with your expired gift cards.
- The Gift Card Historical Balance Report allows you to view/print historical transactions associated with a specific gift card.
- The Gift Card Transaction Report provides gift card number, order number, date sold, initial value of the gift card, number of transactions associated with this card and the remaining amount on the gift card.
- The Gift Card Maintenance Report displays gift card number, order number, date sold, initial value of the gift card, redeeming amount to date both in dollar value and percentage and the remaining amount on the gift card.

Daisy

Daisy POS is not able to use gift cards, but your shop is able to print and redeem gift certificates directly from the system.

Eagle

Eagle POS is not able to use gift cards, but the system is able to handle gift certificates as a method of payment. You must provide the gift certificates, since Eagle does not have the ability to print them out.

eFlorist

Shops with eFlorist websites are not able to process gift cards or gift certificates as a method of payment for online orders.

Credit Card Services

General Information

Teleflora also has a gift card program to our member florists that use credit card services.

Designed to operate on the V^x570 credit card terminal, this gift card program is easy to use and available to any florist processing their credit cards with Teleflora.

With this gift card program, there are no monthly fees or transaction fees. The Teleflora JumpStart package, exclusively for shops with credit card services includes gift cards, card hangers, and other items (see below for list) with one initial payment of \$225 plus shipping.

Benefits of Teleflora's Credit Card Services gift card program

Except for the V^x570 credit card terminal, the Teleflora JumpStart package includes everything you need to get started:

- 100 gift cards (25 each of 4 Teleflora custom designs shown at right)
- 100 card hangers
- 1 spinning display rack
- 1 window cling
- 5 buttons
- Detailed instruction on how to use gift card program
- Full merchant support
- 24/7 online access to merchant reports



How to Purchase

To purchase the Teleflora JumpStart package, simply complete the Merchant Setup form (see page 12). Forms are also available on myteleflora.com. Once completed, the form should be faxed back to 405.440.6361. The JumpStart package will be ordered for your shop once the form has been received by Teleflora Credit Card Services.

Shipment of initial card orders within as little as 10 days, because the gift cards are custom printed with your shop's name and phone number, and you can reorder additional gift cards and card hangers at any time.

Credit Card Customer Service will contact you to program the gift card merchant and terminal IDs into the terminal. Once this is completed and you have received your gift card shipment, you can begin selling gift cards at your shop.

Branch Shops

Gift cards can be accepted at your shop branch locations as long as each location has a V^x570 credit card terminal. If your branch shop needs the ability to accept gift cards, the Additional Location Setup Form must be filled out and submitted (page 13).

Gift Card Reporting

Complete reporting, including gift card issuance, redemption and transaction tracking reports are available at our partner's website, Valutec.com. When you sign up for the gift card program, you will create a username and password for access to gift card reporting online. Reports are free and available any time.

Reordering gift cards

Gift cards and hangers can be reordered for \$189, plus shipping. Reorders consist of 100 cards of one design, and 100 hangers. Contact Teleflora at 800.421.2815 to reorder.

When filling out the Merchant Setup Form (page 12) you will need to refer to these options:

Card Designs



Teleflora A, 25 cards



Teleflora B, 25 cards



Teleflora C, 25 cards



Teleflora D, 25 cards

Hanger Options



7H



9H



10H



27H



28H



Additional Location **SETUP FORM**

Complete this form for the ability to accept gift cards at branch locations.

Fax to: 405-440-6361

Vrs. 012407

1 CUSTOMER INFORMATION

PLEASE PRINT ALL CONTENTS

Company Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

() ()

Company Phone _____ Fax _____

Contact Name _____

Contact Email (PLEASE PRINT CLEARLY) _____

TELEFLORA USE ONLY

Terminal ID: _____

E-mail Terminal ID to: giftcardsetup@teleflora.com

Teleflora **7443**

Reseller Company Name _____ ID _____

Business Type: Retail-Florist

Terminal Make & Model

VeriFone _____ # Vx570

2 ONLINE REPORTING

All merchants must create a user name and password for access to online reports
(maximum 15 letters and/or digits)

UserName _____

Password _____

Must have merchant email address listed in Part 1

Signature Required _____ Date _____ Print Name _____ Title _____

Gift Card Related FAQs

Customer Related FAQs

What if the balance is less than \$5?

Some states required that the business pay the customer back in cash if the balance is less than \$5.

I lost my gift card. Can it be replaced?

First, you must determine what your shop policy is when it comes to lost gift cards. Most stores will not reissue a gift card, unless they can produce a receipt. In most cases this is up to the shop owner. If you do not replace or reissue gift cards it should be posted in your store or printed on the card.

What dollar amount can be added to a gift card?

With our systems, your customers are able to add any dollar amount to the gift card being purchased. We recommend loading more than \$5, since some states required \$5 or less on gift cards to be paid out to your customer as cash.

General Gift Card FAQs

If I have a problem with my gift cards who should I call?

Teleflora offers support for the gift card programs.

For RTI, please contact: RTI Support, 800.621.8324

For Dove POS, please contact: Dove POS Support, 866.444.3683

For Credit Card Services, please contact: Teleflora Credit Card Customer Service, 800.331.8792

How do I reorder more gift cards?

This will depend on whether you have RTI, Dove POS or Credit Card Services for your gift cards.

For RTI and Dove POS, please contact:

Joe Matteson at One Resource/CompuForms

Phone: 800.296.3676 or 703.404.0260

Fax: 703.404.0264

Email: joem.safeguard@gmail.com

Web: www.compuformsinc.net

For Credit Card Services, to reorder gift cards please contact:

Teleflora Credit Card Customer Service, 800.331.8792

If I have RTI or Dove POS, can I purchase the same gift cards that Credit Card Services uses?

No, due to compatibility issues between the systems, both RTI and Dove POS need to order their gift cards through our vendor.

Can I purchase my gift cards from another vendor?

No, gift cards cannot be purchased through other vendors due to compatibility issues.

My shop has Eagle POS. Can I use gift cards with my system?

No, Eagle POS is not able to use gift cards at this time. The system does have the ability to handle gift certificates as a method of payment. You must provide the gift certificates, since Eagle does not have the ability to print them out.

My shop has Daisy POS. Can I use gift cards with my system?

No, Daisy POS is not able to use gift cards at this time. However, your Daisy POS system is able to print gift certificates. These gift certificates can be redeemed as a method of payment within your shop.

Can gift cards from my shop be used for online purchases on my eFlorist site?

No, not at this time.

Do my customers pay sales tax on a gift card?

No, your customers do not pay sales tax on gift cards. If you have a POS system, gift cards are noted as non-taxable items. When the recipient of the gift card purchases something within your shop, they will pay sales tax on that product or service.

Can my shop reuse gift cards?

Only the RTI system has the ability to recharge gift cards. Dove POS and Credit Card Services do not have the ability.

If you are an RTI shop and the redeemed gift cards are still in good condition, consider reusing them. To reuse a gift card, just follow the same process you used when gift card was new. After the card has been swiped for the new transaction, be sure to enter the new card buyer and recipient's name.

Can I recycle used gift cards?

Yes, but most local recycling centers do not accept gift cards, since there are so many different types of materials used to make the cards.

If you decide to recycle your gift cards, set up a small bin by your cash register to drop in used gift cards. Once you have a handful of cards, you can send them to a recycling center, like Earthworks (<http://www.earthworkssystem.com>) to be recycled.