

Loyalty/Gift Cards

Move over gift certificates - loyalty and gift cards are here to stay! Whereas gift certificates often required cash back if consumers did not select a purchase for the whole amount, gift and loyalty cards retain balances, luring consumers back to your store. Once thought to be services only for large merchant or chain stores, gift and loyalty cards are now for your business.

- Inexpensive to start
- Customizable
- Easy to use for you and your customer
- Online tracking
- Build brand awareness
- Build customer loyalty
- Increase revenue
- Get cash now for purchases later
- Can be used to issue refunds instead of cash

Researchers and economists have shown that spending with gift/loyalty cards or gift certificates make a consumer feel more comfortable since they are not spending cash money out of their wallet, artificially enabling the customer to spend more at your store. Furthermore, year over year, people increasingly have been purchasing cards for gifts, thereby increasing your customer base. You can even use gift cards as employee incentives.

Merchants' Choice Payment Solutions offers Gift/Loyalty Card processing to all types of industries and we can customize a solution for you.

- Retail
- Restaurant
- Government
- Supermarket
- Convenience Store/Gas Station
- Mail Order/Telephone Order
- eCommerce
- Wireless



Not only can Merchants' Choice provide you with payment solutions, but we also have unmatched service. Although we process merchant accounts nationally, you will have the feeling of localized, customized service to match your business needs. Unlike other payment processors, our **customer service** department is part of our company, on-site and working 24 hours a day, 7 days a week to ensure your payment processing runs smoothly during business hours. We have a team on hand to provide help at your most critical moments or when you just need to get a question answered. MCPS is here for you.

Merchants' Choice Payment Solutions makes adding payment processing options quick and easy. We also have a **full line of terminals** to support the payment options you need at the pricing you can afford.

**When you need additional payment options, see our other products and services:
Contact us at: 800.380.9060 for a merchant account or more information**