

## Gift Card Programs



### Why Offer Gift Cards?

Gift cards are designed to reinforce your brand and enhance your existing card program, with applications such as

- Gift cards for holidays, anniversaries, birthdays, and other special events
- Cards for non-badged volunteers, clergy, and contractors
- Replacements for paper vouchers
- Cards for employee/staff recognition
- Cards for fund-raising events
- Guest cards for visiting family members

### Where Can Gift Cards Be Used?

Gift cards can be used anywhere on site that the cashless card is already accepted, including

- Cafeteria
- Gift shop
- Pharmacy
- Snack or beverage vending
- ValuePort cash-to-account kiosks
- Mobile MICROS



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## Cashless Solution for Healthcare Facilities

### Strengthen Your Brand

You have seen them at checkout counters everywhere, but did you know your facility could have its own gift card? Offering gift and other custom cards provides one more important way to reinforce your organization's brand. In addition, gift cards provide convenience to your customers and increase your revenue.

Gift cards can be set up with any monetary value you select. The cards can be set up for a one-time transaction, or they can be used to add funds for repetitive use.

Gift card programs work for you because they make it easy and convenient for your customers to spend money, thus increasing revenue. They can be designed to meet your formatting requirements, including displaying your logo. In addition, since all gift card transactions are tracked using Odyssey PCS™, you will have access to reports that will help you with your business planning.

## Benefits

- **Increase revenue**
- **Reinforce your brand**
- **Speed up lines**
- **Support seasonal marketing campaigns**

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## Setting Up Your Gift Card Program in Odyssey PCS

A gift card is represented as a patron in Odyssey PCS. All cards are assigned a plan, or group of similar spending privileges, making reporting and privilege management very easy. Generally, gift cards use declining balance accounts, although you are not limited to this option. The decision is based primarily on how you want to dispense the cards and what services you want to offer your gift cardholders. For example, a card design stating, "Enjoy a meal on us!" might include a single meal on the gift card.

## Dispensing Cards

Any Odyssey PCS operator with a user interface can assign a value to cards and therefore sell the cards. Your site determines whether a variable or fixed amount is permitted.

If you choose to offer a fixed amount, the CBORD® ValuePort, a twenty-four-hour cash-to-account and card-dispensing kiosk, comes in handy for a more hands-off method. The cards dispensed represent patrons within Odyssey PCS who are members of the "gift card" plan. For example, a set of gift cards are given an initial balance of \$20. Once the cards are encoded and defined in Odyssey PCS, you can load the cards into the ValuePort and make them available for purchase. At any time after the card is purchased, the ValuePort allows users to deposit additional funds to the card.

Offering the option of adding additional funds in the future will enhance your revenue stream. Spending gift card funds at the register is the same as using any other card—there are no special procedures to follow. Setting up a gift card program with your CBORD system is simple. With the assistance of our CBORD support experts, you will be on your way to increased revenue through a gift card program.



## Ordering Custom Gift Cards

CBORD's Consumables & Card Sales Office can assist you in the planning, designing, and purchasing of any gift card program you choose. Call 607.257.2410 to learn more.

## Comprehensive Solutions

CBORD provides food and nutrition management, cashless card, and integrated security solutions to more than 6,000 organizations. Our focus is on comprehensive solutions that **increase revenue, reduce costs, guard patient safety, improve patient satisfaction, and integrate systems seamlessly.**



## Innovative Products

Our innovation is customer driven. Working in partnership with users, we listen to the industry's evolving needs and develop solutions to keep you a step ahead.

## Dedicated Service

The quality of our products is made greater by the caliber of our employees. Through open dialogue with you, our customers, CBORD strives to not only meet, but exceed your expectations; we are committed to providing superior service in all aspects of our customer relationships. You can reach us twenty-four hours a day, seven days a week, and know you have a team dedicated to your satisfaction and success.

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