

whizGift™



eye for ROI

whizGift™ an ideal electronic gift card solution for small and medium merchants.



whizGift™ from Talent Beat is a powerful and cost effective electronic gift card solution that enables merchants and specialist gift card providers to take control of their gift card program.

If you are a retailer and you are interested in controlling the cost of running your gift certificate program, then whizGift™ is an ideal solution for you. Whether you have a costly, paper based gift certificate program or you want to control the growing operating costs of an outsourced, electronic gift card program, whizGift™ is the solution.

whizGift™ from TalentBeat offers retailers an electronic gift card solution that lowers their total cost of ownership. By providing a solution that can be managed in-house by the retailer, whizGift™ combines a high level of control with an automated processing environment that delivers greater operational efficiencies and cost savings.

whizGift™ gives retailers more control over their customer information, greater flexibility over the variety of programs they can offer and a return on investment superior to either paper based gift certificates or outsourced electronic gift cards. whizGift™ is easy to use, easy to integrate and easy to operate. Customers can use whizGift™ to process large number of transactions per year, accurately, reliably, securely and benefit greatly.

whizGift™ supports a wide array of stored value products including bar-coded gift certificates, electronic gift cards, merchandise refund cards and virtual spending cards. XML interfaces make it easy to develop an integrated product offering across all sales channels including Point-of-Sale (PoS), phone-based Interactive Voice Response (IVR) and the Internet. With whizGift™, you can shorten your time to market for new promotional products and customer access channels.

Key Features

Flexibility

- whizGift™ gives retailers unlimited flexibility in how they organize their gift certificate programs. The value can be pre-assigned or chosen by the customer. Cards can be re-loadable or disposable. Fees can be defined based on card usage or inactivity and conditional expiry dates can be tailored within the system.
- Many retailers build a portfolio of gift card products to attract different customer types and whizGift™ makes it easy to organize these products and plan promotional campaigns around them.

Easy-to-use Interface

- The web-based user interface for whizGift™ has a simple design that allows retailers to start using the system almost immediately. At TalentBeat, we believe that good usability is the result of effective design principles and close attention to function and form. whizGift™ uses these principles to deliver an interface that is both powerful and easy to use.
- whizGift™ helps retailers to get up and running quickly with either a simple or a sophisticated gift card program. Ongoing operations such as reports, activations or new card production can all be initiated and managed from a graphical interface. This helps keep down training and operating costs ensuring that running a gift card program in-house delivers ever-increasing cost savings as volumes grow.

Information Storage and Reporting

- whizGift™ gives retailers complete control over sensitive store sales figures and customer information meaning that retailers do not have to expose this information to 3rd party service providers.
- Powerful statistical and reporting capabilities track customer information and shopping patterns, providing retailers with detailed records of every purchase, refund and return. All transactions are logged within whizGift™ and can allow retailers to make better decisions using up to the minute information.

Security and Fraud Prevention

- TalentBeat has rich experience developing and deploying secure payment solutions, this expertise means that whizGift™ has built-in support for all the security features expected from an electronic gift card solution.
- If an active card is lost or stolen, it can be blocked on the WhizGift™ system to prevent it being used fraudulently.
- whizGift™ also makes it difficult for active cards to be duplicated. Magnetic stripe encoding, database encryption of sensitive information and security audit logs can all be configured depending on the card's security requirements.

System Architecture:

whizGift™ uses a relational database and Java technologies in a modern scalable architecture. External interfaces are defined in XML making integration with existing systems such as IVR and Internet sites both faster and less expensive.

Modules

LOYALTY

- Redemption
- Add Value
- Balance Inquiry
- Issue
- Void Add Value
- Deactivation
- Replacement

GIFT / STORED VALUE

- Activation / Force / Void
- Block Activation /Re-Activation
- Deactivation
- Redemption / Force / Void
- Pre-Authorization
- Completion
- Balance Inquiry
- Issue / Issue Virtual
- Add Value / Force Add Value
- Return
- Cash Out / Void Cash Out
- Balance Transfer
- Adjustment

Benefits:

Cost Effective:

- Electronic Gift Cards are less expensive to manage than paper-based gift certificates due to less handling by sales representatives and faster transaction times. Back office reconciliation and reporting is also improved thanks to automated transaction processing.
- Unlike outsourced gift card solutions, whizGift™ can be managed in-house giving retailer's greater control over their operations and lower operating costs as volumes increase.

Higher Sales

- Electronic gift cards are proven to increase sales and reports suggest an increased patronage among customers.

Simplified Returns:

- Retailers can replace cash and credit notes with an electronic refund card giving retailers a better mechanism for handling returned merchandise. Customers prefer refund cards to credit notes and refund cards also ensure that the refunded value is spent at the same retailer.

Customer Loyalty and Brand Awareness:

- Retailers can maximize their brand presence by launching promotional cards for store sales or holiday season shopping to attract new customers and drive spending back to their stores. whizGift™ gives retailers greater flexibility to grow customer loyalty and brand awareness by integrating gift cards into their overall promotional strategy.

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