Activating In-Store Gift Cards at Point of Sale Transcript

Gift cards are a powerful tool for your business.

Your customers can buy gift cards for friends as a way to share their enjoyment of your store or use the cards themselves as a safe and secure way to shop.

They offer many benefits to your business as well, most importantly, ensuring that customer dollars are spent in your store.

When you are working at Point of Sale, you will have the opportunity to sell and activate in-store gift cards.

Your system administrator may optionally set up your system to automatically activate gift cards or require manual activation.

In the topics that follow, we'll show you how to activate them automatically, manually, and add funds to them.

Start with the Automatic Activation topic to learn how the gift card functions work.

Topics

- Activating Gift Cards
- Adding Funds

Activating Gift Cards

Automatic Activation

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Automatic Activation Review

- Add gift cards SKU to a transaction with the desired dollar amount
- Total and complete transaction
- The gift card activation window automatically appears
- Enter the dollar amount for the gift card
- Put the cursor in the number field and swipe the gift card
- Press OK
- Repeat process for each gift card on the transaction

Manual Activation

Some systems are set up to require manual activation of In-Store gift cards.

If this is the case in your store, you'll have a few more steps to follow.

You'll sell the gift cards at Point of Sale as you usually do.

Begin by processing the GC transactions as you do for automatic activation, including totaling the sale.

To activate them manually, make sure the curser is in the Item SKU field.

Note that you're back on the posting screen, but this time, you're completing the previous transaction.

Open the Miscellaneous Menu and select Gift Card Maintenance.

On the Gift Card Menu, select Option 1 – Activate Gift Card.

Enter the gift card amount.

The system enters the Sale Document number automatically, defaulting to the previous transaction.

You can enter a different transaction number if desired, but the system requires this field and provides a cross-reference between the Sale and the Activation.

Tab to the Number field, then swipe the gift card to enter the card number.

As with automatic activation, you cannot enter the card number manually.

Select OK.

If you sold more than one gift card on the transaction, the Gift Card Activation box displays again automatically.

Repeat these steps for each card sold on the transaction.

When you're finished, remember to print a receipt for the customer.

It'll show the gift card numbers and the amounts.

Manual Activation Review

- Add gift cards SKU to a transaction with the desired dollar amount
- Total and complete transaction
- On a new transaction, with the cursor in the SKU field, open Menu Kpad
- Select Gift Card Maintenance
- Choose Activate gift card
- Enter the dollar amount for the gift card
- Put the cursor in the number field and swipe the gift card
- Press OK
- Repeat process for each gift card on the transaction

Adding Funds

Once you start selling In-Store gift cards, your customers may request that you add funds to their cards.

Your store should already have a SKU set up specifically for adding funds to in-store gift cards.

This allows management to track the use of gift cards.

This also makes it easy for you to sell the added funds when a customer comes to Point of Sale and asks you to add money to a gift card that they already have.

Instead of selling the Gift Card SKU, you simply sell the SKU that has been set up to Add Funds.

The steps will be the same as the ones you followed to activate the initial card.

In this case however, you would automatically or manually add funds rather than activate.

The only difference is the SKU that you sell in Point of Sale.

If recent trends continue, you'll get plenty of practice selling and activating in-store gift cards.

Not only are more and more customers relying on gift cards for gift-giving occasions, businesses are finding them a practical way to handle problematic returns.

Mastering the easy steps you learned here to activate and add funds to gift cards will make your life much easier.

Adds Funds Review

To Add Funds, use the same process you would use to activate a gift card in your store. The only difference is that you would use a specific SKU for adding gift card funds on the transaction.

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