



Gift cards offer a valuable business strategy that allows retailers to gain and retain customers who will purchase more and purchase more often.

The In-Store Gift Card application allows you to operate and manage gift cards that are maintained entirely within the Eagle system.

In this Overview course we will explore the additional benefits of using Gift Cards, discuss their use with merchandise returns and dynamic promotions, and take a look at the In Store Gift Card Viewer.

The In Store Gift Card application allows you to activate and redeem gift cards, check card balances, add additional funds and cash the card out if applicable.

Because the solution is wholly contained within Eagle, there's no need to pay 'per-swipe' charges or other fees.

You also have complete control over the look-and-feel of your card, the funds you collect, and how you structure your program.

For example you might want to assess 'inactive card' charges.

You can reinforce your brand and even drive sales with customized gift card artwork.

Gift Cards mean more purchases, more revenue and more customers.

In fact, studies show that 61% of all gift card users spend more than the value of the card itself.

On average, about 20% more than the gift card amount.

With easy-to-use management features and lower costs, the In-Store Gift Card solution gives you all the benefits of offering gift cards – without third-party restrictions or high transaction costs.



Issuing a gift card in lieu of returning cash or a check has become an extremely popular method for handling merchandise returns, particularly when the customer does not have a receipt.

With Epicor's In Store Gift Card product you can automatically issue gift cards for returns based on the parameters you define.

Options settings allow you to direct your clerks to always issue a gift card or only in certain situations.

Upon completion of the transaction, the gift card activation window can be set to automatically display.

You may find this feature preferable to issuing Store Vouchers.

The process of issuing automatic gift cards is much simpler for the clerk and it provides customers with a sturdy return card rather than a slip of paper as the Store Vouchers feature does.

Incentivize participation in special promotions and reward high-volume customers.

N Series users can utilize Dynamic Promotions Types 10 and 16 to allow the activation of a gift card when a certain dollar amount is met after purchasing a specific list of items.

For more information on how Dynamic Promotions work watch the training on Demand courses located in the Dynamic Promotions Agenda.

The Gift Cards Viewer allows you to view and maintain in-store gift card activities.

From this grid you can assess service charges on unused gift cards. Be sure to check the laws in your state before activating this capability.

Other functions include deleting cards with no activity and creating a Gift Card ageing on software release 25.1 and higher.

The In-Store Gift Card Viewer works just like all Eagle viewers.



The Header view has one line for each card.

The Transaction view shows the individual transactions for a particular card or for a date range.

Full filtering and sorting capabilities exist as well.

Just as gift cards mean more loyalty and convenience for your customers, the right solution means more flexibility and higher profits for you.

The Eagle In-Store Gift Card product gives you all the choices you want and the cost-savings you need.

Increase sales, grow relationships with targeted customers and manage your merchandise returns right from your Epicor Eagle system.