



PAYFLEX GIFT CARD

PayFlex Gift Card is a next generation payment solution which enables the purchase of products and services from member institutions on a prepaid basis.

It avoids the difficulty of buying gifts for special occasions as the recipient is able to make his own choice of products and services by using the credit preloaded on the card. With PayFlex Gift Card, customers can keep track of their spending and have the opportunity to make better gift choices, while retailers can boost their customers and profits.

PayFlex Gift Card is a versatile solution that can also be used by companies to offer gifts to their employees.



PayFlex Gift Card



A flexible solution with a next generation payment system

From the perspective of the consumer, choosing a gift for a friend or family member that they will really appreciate has always been difficult. On the other hand, retailers are constantly seeking new ways to serve their customers and boost profits. Innova presents a solution which responds to the needs of both sides as customers enjoy the flexibility of prepaid gift cards while retailers have a new way to revitalize and increase their sales.

Guaranteed sales

The solution offers gift cards with fixed or variable amounts to customers of individual shops, retail chains and shopping centres. The gift cards offer a large range of shopping options to their customers and help increase sales and turnover figures.

Furthermore, prepaid gift cards can be flexibly structured and used to make payments at locations frequently used by students and professionals. In other words, the cards are perfectly adaptable to the specific needs of different types of consumers.



The perfect solution for school children: PlayFlex Gift Card offers a new way to make payments and is an effective way to limit daily spending. Parents who give the cards to their children are able to control their spending by making credit available for predefined locations and limiting the credit loaded on the cards.

Flexible credit uploading: The credit can be uploaded according to predefined amounts or can be set when reloading. The cards can be recharged through POS devices used by different companies as regularly as the customer wishes.

No limits on the use of gift cards: Cards can be used at participating locations whenever and however the cardholder wishes as long as credit is available.

Multi-functional management and monitoring interface: Customers can check their balance and block the use of lost or stolen cards through a web-based interface using a secure ID and password. In this way consumers are able to manage their cards according to their needs and have confidence that they can trust the system.

Secure card management: The PayFlex Gift Card solution also enables additional management features to institutions that offer the cards to their employees. For example, if requested the card can be used in predetermined stores only.

Reporting facility: All transaction data can be transferred to external systems. Stores can use the gift card system to receive anonymous reports which give an insight into customer spending habits and help determine new sales strategies.





More time for customers, more sales for companies

The Payflex Gift Card solution offers significant advantages to both customers and shops. Customers who don't want to waste time choosing gifts would be attracted to stores which offer the gift card solution. Prepaid cards can also be used as a simple payment method in other targeted areas such as school canteens, university campuses and service centres. Shops have the advantage of receiving payment even before providing goods and services, which is of course a tremendous advantage in terms of cash flow.

Higher revenue with PayFlex Gift Card

Companies expect increases in sales and profits on Valentine's Day, New Year and religious or national holidays, including Eids in Muslim countries or Christian celebrations such as Christmas. Anyone purchasing the cards is effectively bringing new customers into stores, while those using them often decide to spend more than the limit of the cards. Together these factors help increase sales in a potentially dramatic way.

Companies using the prepaid gift card system earn more thanks to the flexibility of its usage and is also able to target large groups of consumers.

Gift card system is open to international markets

The PayFlex Gift Card systems differs from similar schemes as it can support multiple currencies and can be used in different countries. In addition, since it can also be integrated into other loyalty card applications it offers companies significant advantages. The solution, which is a part of the PayFlex platform, is also managed and monitored using the same interface used by PayFlex Loyalty. The PayFlex Gift Card which is the latest solution to be added to the PayFlex platform, presents a modern alternative to traditional payment solutions.

The flexibility of the PayFlex Gift Card system helps companies to boost profits and reach new groups of consumers.

Innova IT Solutions, a company with over 12 years of experience in the finance industry, is proud to present its PayFlex Platform, which brings PayFlex Collection, PayFlex Loyalty, PayFlex Payment and PayFlex Mobile Solutions under the same roof. Thank to PayFlex's modular structure a variety of solutions responding to different needs can be offered using the same infrastructure. The PayFlex platform has already proved its success in 11 countries with 75 different business clients. Over 270 million subscribers use the service to make 4.1 billion transactions worth some 62 billion dollars every year.

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