

A versatile add-on to Bookware3000, In-Store Cards can be used in a variety of ways: as gift cards, sponsored student cards, in-store credit cards or account cards. Your store can have several different types of cards, each type with its own configuration in Bookware3000, yet they will all be processed in the same way at point of sale.

In-Store Cards make shopping more convenient for your customers as they won't have to worry about having enough money or the right change with them when they make a purchase—this is especially beneficial if your store sells low-priced, grab-and-go items, such as coffee or snacks. Another benefit of Bookware3000's In-Store Cards for customers who use their credit and debit cards for purchases is a reduction in bank transaction fees. Because it only takes one transaction to put money onto the In-Store Card, and the In-Store Card can be used multiple times with no card transaction fee, the In-Store Card reduces bank fees, both for the customer and for your store.

Bookware3000 In-Store Cards are easy-to-use, for store staff and customers, as each card has a unique bar code. When a customer uses a card to make a purchase, the card's bar code is scanned during the transaction and the transaction total is removed from the card total or put onto the card account. Gift cards can be redeemed in part or in combination with another tender. When a customer wishes to purchase a gift card, the card's bar code is scanned at POS and money is put onto the card.

The card design is completely customizable. The cards are unique to your store, displaying your store logo, address and any other information which is required. If your store will be using multiple types of cards, the card design can be altered for each type of card. CTI, partnered with a professional Graphic Designer, can work with you to design the cards, or, you may design the artwork yourself.

Bookware3000 tracks the account value of the card with each transaction, providing you and your customers with flexible functionality. If your store has more than one location, the In-Store Card can be used at any of the locations, as well as on your store's eSolution3 e-commerce website. Because Bookware3000 tracks the value of each card, money can be added to an active gift card at any time, and individual credit accounts can be put on hold, if necessary.

Bookware3000 also provides you with a report which lists each card which has been activated, the type of card and the current balance of the card. The report also reproduces the individual bar codes for each card.

Bookware3000 In-Store Cards are flexible and easy-to-use, and, most importantly, convenient for your customers.

www.bookware3000.ca



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