

SUCCESS STORY

How one smart donut shop sold over 2,000 gift cards in 15 days.

Gourmet Donuts makes donuts the old fashioned way, homemade and hand cut.

But that doesn't stop them from using technology to get their donuts in the hands of more customers. When owner Moe Eldardir, decided to offer a gift card that could be used as a powerful promotional and loyalty tool, he looked to Vantiv Integrated Payments' StoreCard solution and found the perfect match. After implementing StoreCard, Gourmet Donuts sold over 2,000 gift cards during the holiday season from December 11th through January 1st. And the customers keep rolling in.

FIVE REASONS GOURMET DONUTS LOVES STORECARD

- 1. They're mobile.** Customers can scan the plastic card and store it on their mobile device so they don't have to carry the card.
- 2. They're reloadable.** Customers can even choose the auto-reload feature so their cards always have funds available.
- 3. They're great for multi-store locations.** A card can be purchased at one store and used at any other location with no need for cross-store reconciliation.
- 4. The technology is already built in** to the POS system they use so there is no separate terminal or additional software to deal with.
- 5. They're easy to track.** The same reports that detail credit card transactions also list the issued gift cards and their current balances.



They partnered with other local businesses who gave their cards as corporate holiday gifts.



They trained employees to mention gift cards to every customer at checkout.



They promoted gift cards on the local radio station.



They used in store merchandising, including banners, register signage, and a prominent gift card display.



They offered a reward for the employee who sold the most cards in a set period.



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