

WordStock Givex Gift Card Interface

WordStock offers 'declining balance' gift cards that work via an interface to **Givex Corporation**. ('Declining balance' means that the value of the card is automatically and electronically reduced every time the customer uses it.)

WordStock integrates with Givex to create a secure, real-time, transaction processing environment. Specific features of our program include:

- Gift cards are printed with your logo or design.
- Cards are activated at time of purchase and their value decreases as they are used.
- Denominations can be fixed amounts, or flexible, or both.
- Cards can be re-plenishable; customers can add dollars to their card in-store or online. Customers can also check the current balance of their card online, at Givex's website.
- Activations and redemptions occur by reading the mag-stripe on the back card, or by scanning a barcode on the card, or by entering the card's number into WordStock's POS manually.
- Reports provide transaction history, reconciliation and compensation information along with activation, redemption and expiration data.



LS-2208



LS-9208

*Symbol scanners
that can read the
Givex barcode*



LS-9100

*WordStock's Givex Interface is available for a monthly fee of \$20;
please contact WordStock Sales to discuss setting up your program.*

About Givex

Givex is a card management company specializing in gift card processing for a wide range of industries. Givex has been installed in more than 20,000 sites.

Givex practices the highest levels of security including, card number generation, transaction processing encryption, data centers, and communication protocols.

Givex technology provides a secure, real-time gift card and loyalty solution that seamlessly integrates with WordStock.

By linking to WordStock, Givex offers gift cards that can be merchandised and used safely through your WordStock POS; this reduces fraud and duplicate use.

Benefits

- Safely merchandise your gift cards
- Increase overall marketing opportunities
- Keep the spending in your store
- Increase store traffic
- Great impulse purchase
- Reduce fraud and duplicate use
- Custom cards have a higher perceived value than paper
- Custom cards with your store design and branding
- Register cardholders to protect their card balance against loss or theft

Facts

- Cards are activated when purchased for a predetermined value or a flexible amount
- Redeem the full amount or a portion of the amount remaining on the card (no cash back necessary)
- Cards can be reloaded or recharged
- Card balance is returned with each transaction
- Revenue recognition or administration fees may be charged for inactive cards
- Set your own expiration dates
- Dynamic currency conversion features