

## GCeXpress Application Studies

### I. OAK FORREST COLLEGE

This is a cosmetology school. They use the GCeXpress in 3 different ways:

1. Gift Cards: They sell gift cards to customers. The gift cards are used for both gifts and store credits. Gift cards are also used as prepaid cards. Many clients are senior women who get their hair done weekly. In this case, the seniors' family will prepay for a years worth of services. This way the senior only has to present the gift card at the time of service, therefore eliminating the need for cash.
2. Student Debit Cards: The students have a need to purchase books, supplies and food from the school's stores and cafeterias. The student (or the student's family) loads the gift card with funds the student can spend at any of the school's stores. The school's stores do not accept cash, only these cards, thus preventing cash transactions at the stores.
3. Contest Rewards: The school runs "student performance" contests weekly, monthly, and for each term. The student winners of these contests win different denominations of "debit" which are placed on the student debit card.

### II. SHELAH'S & THE WORKS & VIBE BOUTIQUE & MERRIGANS

These are clothing stores. They use GCeXpress for both gift cards and store credits.

### III. STETSON COLLEGE OF LAW

This is a law school. Originally, GCeXpress was purchased for use in the school's bookstore.

However, they have expanded the usage of the software by incorporating the Student ID cards as prepaid cards for the school cafeteria.

### IV. THE DOG BAR

This is a pet supply store. They use GCeXpress for both gift cards and store credits.

### V. VALLEY RV CENTER, INC.

This is a recreational vehicle sales and service center. They use the gift cards in 2 ways.

1. They use GCeXpress for both gift cards and store credits.
2. They also use gift cards as a promotional item to gain additional sales. Every customer that purchases a Recreational Vehicle (\$20,000.00 and up) gets a walk through the unit upon delivery and are presented with a \$75.00 gift card at that time. Then, they are escorted into the RV accessory store where a typical purchase is over \$200.00 worth of accessories.

### VI. VINEYARD ON THE SQUARE

This is a restaurant, deli, and wine store. They sell gift cards to be used in any section of the store.