

GCeXpress.SL[®] Feature List

Benefits:

- Increased Sales:
 - Gift card usage increases sales an average of 35% in retail businesses.
- Increased Profitability:
 - No cash is given back to the customer with gift cards, keeping the profit in the store.
- Re-loadable Gift Cards:
 - Add additional funds to a card at any time to keep customers coming back.
- Enhanced Store Image:
 - Gift cards give stores a more sophisticated appearance than paper certificates.
- Reduce Accounting Costs:
 - Automatic balance tracking eliminates the possibility of manual calculation errors.
- Fast, Easy, and Simple:
 - A quick card swipe activates a card, loads card values, and checks card balances.
- Validate Funds in Seconds:
 - Funds can be validated when cards are redeemed.
- Reduce Theft Potential:
 - Cards do not have any value until activated through the software.
- Activity and Liability Reports:
 - Monthly reports detail card activity and outstanding liability.
- Store Credits:
 - Issue a store credit instead of giving a refund to retain store income.
- Automatic Balance Reduction:
 - Reduce long term liability by reducing the balance of unused cards on a monthly reduction schedule.

Additional Features:

- Issue & Redeem (with receipt)
- Balance Inquiry (with optional receipt)
- Return & Void (with receipt)
- Adjustment (with receipt)
- Replace / Combine Accounts (with receipt)
- End of Day Report
- Long Term Liability Report
- Monthly Balance Reduction Report
- Works with Magnetic Striped Cards, Bar-coded Cards, and/or manually entered serialized gift certificates.
- Full multi-user on a single LAN (Local Area Network)

Requirements:

- Windows XP or better
- Receipt Printer
- Magnetic Stripe Reader or Barcode Reader
- Cards (Plastic or Paper Laminate)