

Vouchers & Gift Cards



Track, create, and control gift cards and vouchers around your cinema with Vista Vouchers & Gift Cards – ensure your vouchers and gift cards are cared for and conveniently manageable.

Benefits

- Harness the marketing potential of your vouchers and gift cards to promote your brand, attract new customers, drive loyalty, and deliver repeat business.
- Diversify and boost your revenue stream by selling pre-paid vouchers and gift cards. Improve business to business relations and sales opportunities by offering corporate vouchers.
- Reduce fraud with strict management tools that allow you to track and monitor vouchers and gift cards all the way from their inception to their redemption.
- Blacklist vouchers that become lost or damaged to prevent their use. Track unredeemed and expired vouchers, reducing the liability of outstanding vouchers, and ensuring all are accounted for.
- Assess voucher and gift card sales using a fully auditable voucher process at head office.

Customer convenience

Vista Vouchers & Gift Cards supports all manner of vouchers; be they ticket vouchers, monetary value vouchers, concession vouchers, multiple use vouchers, or voucher booklets, as well as issuing, top-ups, redemption, and tracking for gift cards. These can be sold through a variety of remote sales channels including Kiosk, POS, and Vista Web, to give your customers the freedom to find and purchase vouchers and gift cards where they wish.

Management

Voucher Manager, a web-based application with a simple and intuitive interface, allows you to create and maintain your ticket vouchers, gift cards, and multi-use vouchers in one place. Managing all aspects of vouchers and gift cards from here is made simple, from implementing stock ordering and stock management, to the complexities of attaching validation rules to vouchers and gift cards and customising them to enforce location or date-based limits on redemptions, manager overrides, and pricing.

Support for multiple channels of redemption is part of Vista Vouchers & Gift Cards, including POS and remote sales channels too, such as Vista Web Ticketing, Web Gift Store, and Kiosk.

Tracking

Keep track of exactly how many vouchers – and their value – have been sold across your circuit, and track how many have been redeemed through the online voucher validation auditor, so you can always know the values of the vouchers across your circuit, both redeemed and remaining. Vista Vouchers & Gift Cards has comprehensive reports for reconciliation and accounting, as well as for managing stock orders and inventory.

