



GiftCardsOnDemand

FAQ's

Version 1.6 Revised 11-04-2013

Q: What is GiftCards-on-Demand?

A: We have partnered with Opticard to offer a variety of stored-value/gift and loyalty card-based programs. We offer unmatched flexibility, support and services. Whether your merchant is looking for a loyalty program or a gift card program, GiftCards-on-Demand has a solution that can help your merchants establish long lasting relationships with their customers.

Q: How do I sign one of my merchants up for GiftCards-on-Demand?

A: If one of your merchants is interested in GiftCards-on-Demand please have your merchant complete the gift card application located on your forms website. After the merchant completes the application, please have them fax it back to the Gift Card Group at 888-300-9416. Once the application has been received please note it will take 7 to 10 business days for the merchant to receive their Welcome Kit. If you need assistance, a Merchant Services Representative can be reached at 1-866-868-2777.

Q: How will my merchant's point of sale terminal be updated when I include their GiftCards-on-Demand application with the original credit card processing application?

A: When a new GiftCards-on-Demand application is received with the credit card processing application, we will forward your merchant's information to our Customer Activation Team to process. When the merchant receives their terminal it will be pre-loaded with both the credit card and GiftCards-on-Demand software and ready to use. Within 7 to 10 business days your merchant will receive the GiftCards-on-Demand Welcome Kit which includes instructions to call our helpdesk for training on their point-of-sale terminal.

Q: How will my merchant's point of sale terminal be updated if they have an existing merchant account and they would like to sign up for GiftCards-on-Demand?

A: When a new GiftCards-on-Demand application is received for an existing account, we will forward your merchant's information to our Customer Activation Team to process. Within 7 to 10 business days your merchant will receive the GiftCards-on-Demand Welcome Kit which includes instructions to call our helpdesk to download the terminal and train them on the GiftCards-on-Demand program.

Q: How will my merchant be billed?

A: All billing will be done through GiftCards-on-Demand, therefore no billing will appear on your merchant's monthly credit card processing statement from Global Payments. Your merchant will receive their GiftCards-on-Demand statement through **email ONLY** and monthly billing will be deducted through an ACH withdrawal around the 5th business day of the month. The transaction message will appear on their bank account as "GiftCards-on-Demand". Your merchants can contact our Customer Care Team with statement questions concerning GiftCards-on-Demand at 1-866-868-2777. See commission question below for how pricing can be changed and how this affects your commissions.

Q: How much will my merchant be billed monthly?

A: The cost to you for GiftCards-on-Demand is \$9.95 which includes the first 200 transactions. There will be a \$0.10 charge for all transactions over the first 200. (Ex. If your merchant runs 210 transactions for the month, they will be billed \$9.95 for the first 200 transactions and \$0.10 for the remaining 10 transactions. This would make their bill \$10.95 for that particular month). The initial statement will also contain a \$24.95 charge for the Welcome Kit. The Welcome Kit includes: the first 50 cards, window displays, POS display, and other important documents. If the merchants GiftCards-on-Demand account is boarded after the 15th of the month, that month's monthly billing is waived. Monthly billing will begin the following month, but your merchant will still be billed for the Welcome Kit on the initial statement.

Q: What is defined as a transaction?

A: A transaction is defined as any credit, debit or inquiry to a gift card. This includes credits, debits or inquiries ran through either the point of sale terminal or the online web portal.

Q: Is there a contract? How long is the contract for?

A: There is a contract associated with GiftCards-on-Demand. This contract shall remain in full force for a 12 month term. This contract shall be automatically extended for successive one (1) year periods. In order to avoid a cancellation fee, your merchant must provide written notice of termination at least 60 days prior to the expiration of the initial contract or renewal.

Q: How much is the cancellation fee? How can my merchant cancel?

A: The cancellation fee is \$95.00 unless your merchant provides written notice of termination at least 60 days prior to the expiration of the initial contract or renewal. In order to cancel, your merchant will need to fax a cancellation request to the Gift Card Group at 1-888-300-9416. The cancellation can also be emailed to giftcardgroup@merchantserviceshq.com or requested with any of our Customer Care Representatives via phone at 1-866-868-2777.

Q: How would my merchant re-order gift cards?

A: Please use the reorder form located on your forms website. For information regarding customized cards, please have your merchant call 1-866-868-2777.

Q: Can my office increase fees for higher profit?

A: Based on feedback we received from our valued sales partners, we are now giving you the ability to set merchant-level pricing for our Gift and Loyalty card programs. You can price merchants from \$9.95/month up to \$25.00/month. If you continue to sell this service with our suggested price of \$9.95/month, you will continue to earn \$1.99/month. If you charge a higher fee, you'll earn a 50% split of the income, based upon a cost of \$5.97/month. For example, if you sell the service at \$14.95/month, you'll earn \$4.49/month (\$14.95 less \$5.97, multiplied by 50%).

Leading with Gift Card and Loyalty Card programs has been a great "hook" to get merchants to switch their credit card processing service account. In addition, attrition rates on merchants that actively utilize a gift and/or loyalty card program are 3 times lower. The holiday season is one of the best times to setup merchants with this service.

Q: Can I contact Opticard directly?

A: GiftCards-On-Demand is a direct Merchant Services product. This means our Customer Care staff is able to offer full support and service for any inquiry regarding this product. Our support staff is trained to handle all calls from basic billing to troubleshooting so there is never a need to transfer to an external vendor for your merchant's or sales office's needs. Support can be reached at 1-866-868-2777.

Helpful Links:

GiftCards-On-Demand website URL: <http://ssldemo.optinc.com/gcod/>

Demo web portal information will be provided to each sales office individually upon request. Please contact giftcardgroup@merchantserviceshq.com

GiftCards-On-Demand customer card inquiry demo URL: https://merchant.opticard.com/public/inquiry.asp?company_id=17290

For the demo, you can use card number 0000398982330 to show the merchant what the customer would see. They can post their merchant specific URL on their website and/or print it on their gift cards.

GiftCards-On-Demand customer card registration demo URL: https://merchant.opticard.com/public/register.asp?company_id=T3

For this demo, you can also use card number 0000398982330 to show the merchant what their customer would see during registration of their card. They can post their merchant specific URL on their website and/or print it on their gift cards.

GiftCards-On-Demand website URL: <http://www.giftcards-on-demand.com>

Here you will find information on GiftCards-On-Demand as well as a downloadable application.

[Scan any of the QR codes below to access each above listed website on your smart phone.](#)

Giftcards-On-Demand web portal demo



Giftcards-On-Demand card inquiry demo



Giftcards-On-Demand card registration demo



Giftcards-On-Demand website

