GIFT VOUCHER SOLUTION CHECKLIST

ABOUT THE BUSINESS	SK CHASE	OTHER
Will our hotel or resort be in safe hands?	✓ Established business with procedures that have evolved & improved over a 13 year period with healthy financials	
A portfolio of luxury hotel clients	✓ 330+ luxury hotels & resorts	
Commitment to investing in technology	✓ Continual investment in technology to ensure that it stays at the leading edge of the industry, at no extra cost to clients	
Company culture	✓ Passionate team who are dedicated to making it easy for our clients to provide a gift voucher service befitting their luxury brand and expected by their customers	
Pricing	✓ Fair & transparent - no hidden extras. Commission based model: the more vouchers sold, the lower the commission	
Security awareness	✓ Regular external security penetration tests conducted; PCI DSS compliant	
Investment and ongoing commitment to providing a robust and secure infrastructure	✓ Significant spend on servers, hosting & performance monitoring to guarantee business continuity all year round	
Merchant services (i.e. hotels do not have to set up their own merchant account)	✓ Main partner – SagePay; backup payment gateway in place	
Accumulated funds to be 'assertive' with market growth	✓ Consumer website launched in 2015 that offers new distribution opportunities, helping clients reach a wider customer base, thus growing their voucher sales	
Value for money	✓ Proven results on gift voucher development & growth AND cost saving in terms of internal resource - we manage much of the day to day tasks around gift vouchers	

SOFTWARE & SERVICE		
Sales platform design	✓ Agile, intuitive, clean design with lots of opportunities to reflect venue's brand	
Social media integration	✓ Able to share gift vouchers via email & all the best known social media channels, inc. Twitter, Facebook & Pinterest	
Revenue enhancing features	✓ Promotional codes, limited availability gift vouchers, ability to make multiple purchases, single day validity gift vouchers.	
Mobile web	✓ Mobile friendly site, released in March 2015	
Is the system capable of high volumes of simultaneous users / sales	✓ Around ½ million pounds processed through system in a single day	
Risk checks to help prevent fraud	✓ Daily transaction checks for clients using our gateway; service offered to own gateway clients too; significant resource being allocated to this during peak periods	
Content Management System	✓ Cloud based system that enables users to manage copy / images / prices / download reports	
Market intelligence to help guide hotels with how best to sell vouchers	✓ Monthly sales & marketing tips emails, training videos, webinars, Infographics, online help tool, best practice guides	
Telephone & email support for hotel staff & for buyers of gift vouchers (i.e. the hotels' customers)	✓ Over 11,000 calls in 2015	
Account Management	✓ Offered to venues with sales in excess of £100K per year	
Fulfilment of gift vouchers	✓ Dedicated and exclusive warehouse facility with reliable white glove constant flow fulfilment, including storage & stock control	
eVouchers	✓ eVoucher redesigned in 2016, offering more choice to clients	
Distribution	✓ Venue has the opportunity to feature on 'What I Really Wanted' – our luxury hotel gift voucher website.	