

# Getting started

Understanding the basics



# A complete voucher solution

We provide the software and service that will help you grow your gift voucher revenue, whilst setting you free from the grind of gift vouchers!

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# Unlocking your potential

What was your gift revenue last year? Here is a snapshot of 2023.

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£127

was the average item price  
which is £5 up on last year



35%

of our clients sold at least  
£100K per year

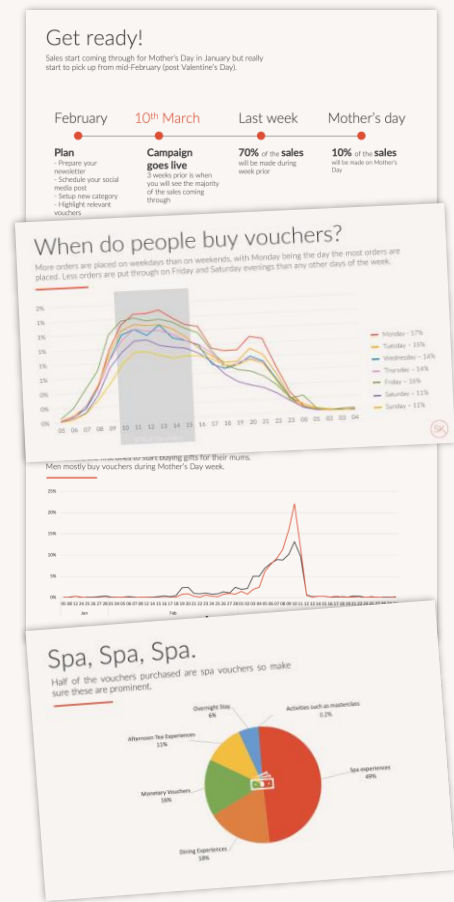


£3million

Best selling venues exceeded  
£3M in gift sales in 2023

# Marketing insights examples

Ensure you receive our marketing tips to help your sales grow.



# Promoting your gifts

Whilst there are *many* ways of generating interest, there are two 'cornerstone' elements: including 'gift vouchers' in your overall marketing plan & well-placed gift links on your venue's website.

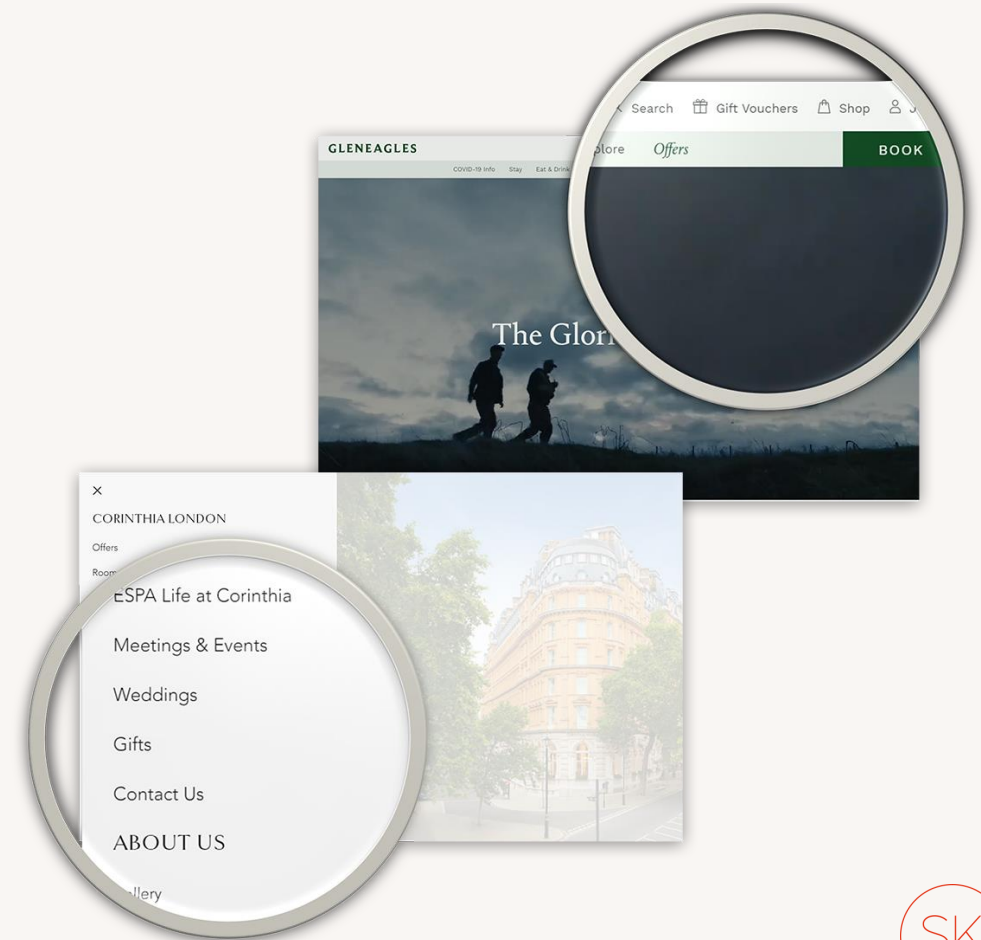
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The main source of visits to your gift shop are likely to originate from your own website and these visitors are also more likely to buy a gift, than from any other visitor source.

Each and every person visiting your website is a potential buyer and gift links are as important as 'Book a Stay' or 'Book a Table' buttons, as they are revenue generating links.

Remember to include gift vouchers in your online / offline, email, social and in-house marketing plans too.

[SK Chase resources](#)

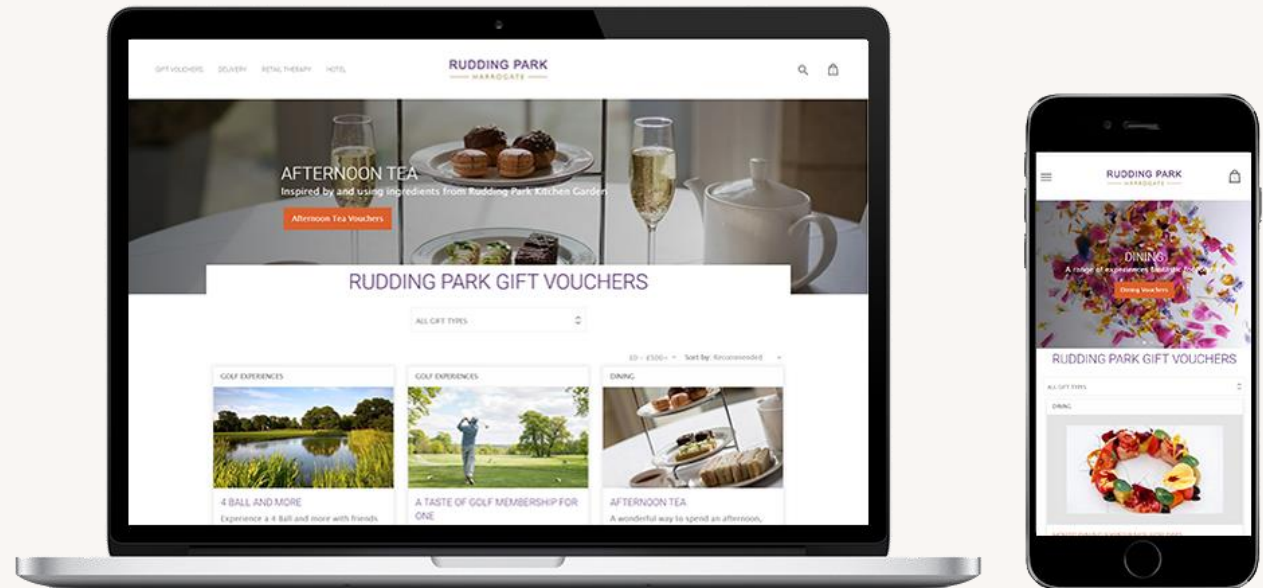


# Gift shop

Made for any device, each e-commerce gift voucher 'shop' is built to reflect the hotel or group's identity, delivering a seamless customer experience that drives sales.

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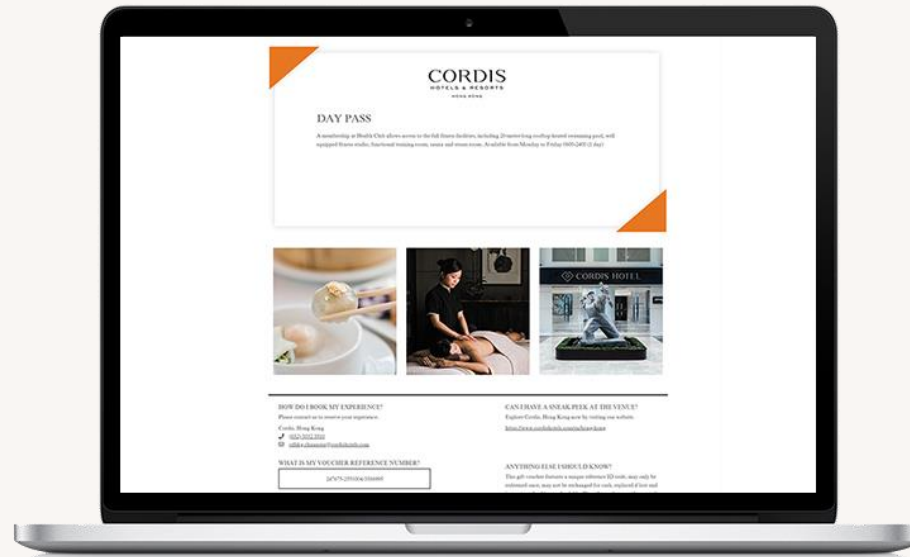
- Beautifully designed, uniquely yours
- Display a large variety of vouchers in a clean UI
- Streamlined 3D secure checkout
- Revenue enhancing tools
- Google Analytics integration



# Delivery methods

A first-class service for your buyers, whether purchasing via email, post or in-venue.

- Digital gift vouchers
- Printed gift vouchers
- In-house sales



Find out more about designing your stationery at <https://skchase.com/stationery/>



Our UK based fulfilment team can fulfil and dispatch your postal vouchers



# Marketing module

In this module we'll cover:

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1. Updating & creating gifts incl buying options
2. Complimentary gifts
3. Reporting
4. Analytics

## Demo Site

For inhouse training

[here](#)

URL - hotel.skchase.com

Username - salesteam@skchase.com

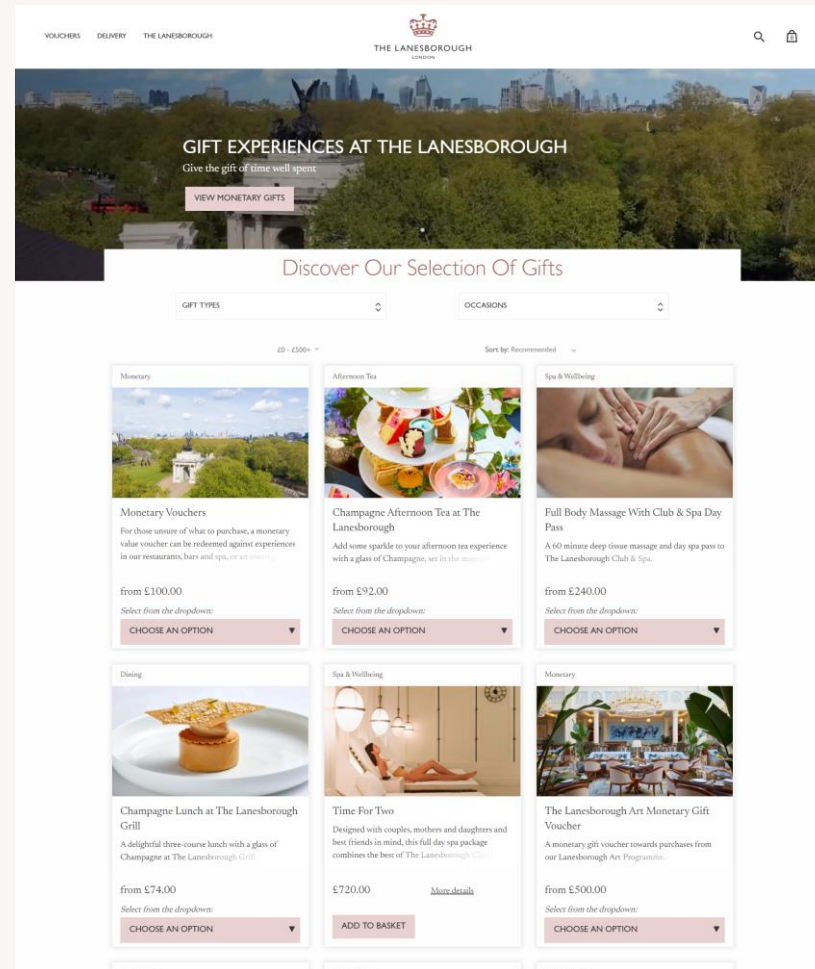
Password - SKChasedemo123!





# 1. Updating & creating gifts

Create unlimited gifts and buying options for the experiences that you offer in your venue.



## ▶ Video guides

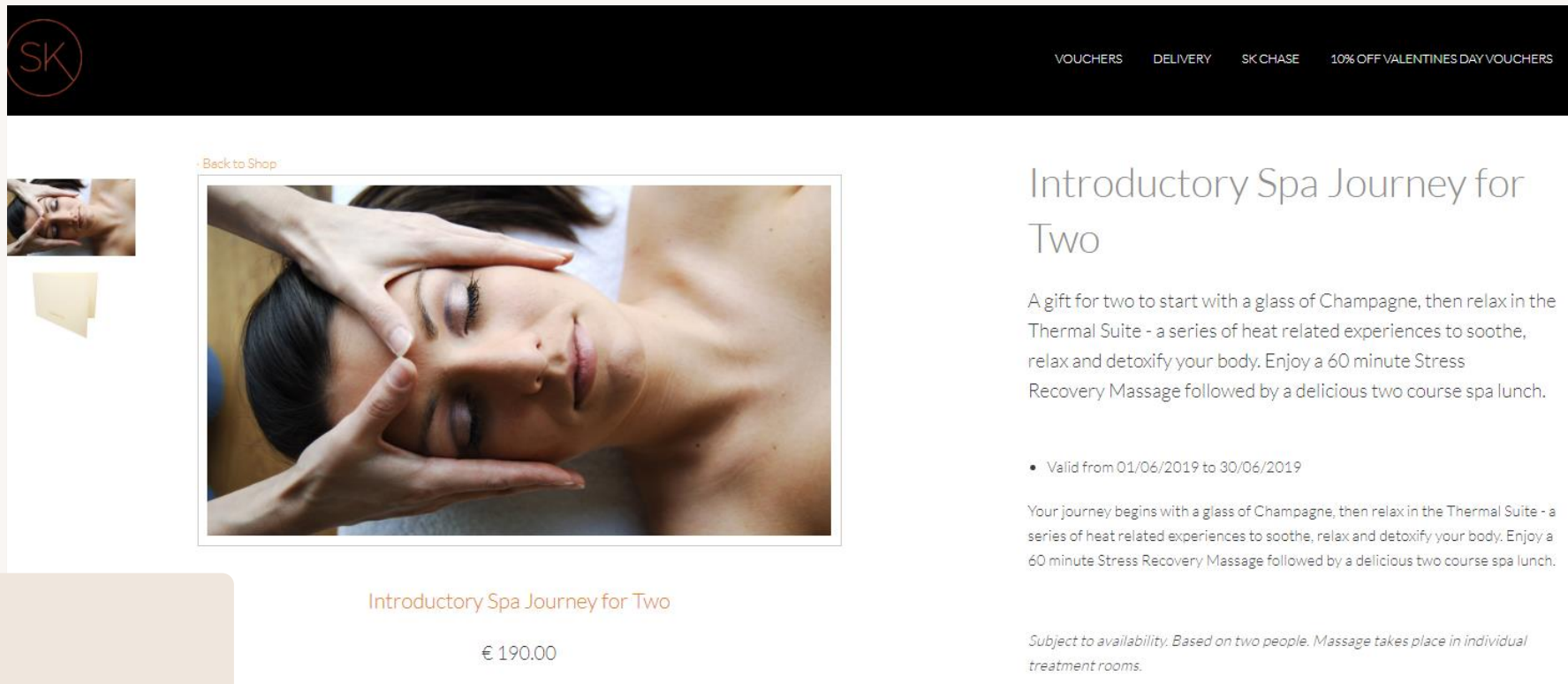
- [How to create a gift](#)
- [How to create a buying option](#)
- [Quick Edit - new!](#)

## Mapping Gifts

- [How to map a voucher to a Tag Site](#)
- [How to map a voucher to a Category Site](#)
- [How to map a voucher to a Filter Site](#)

# 2. Complimentary gifts

0% Commission to create and manage complimentary gifts.




The screenshot shows a website interface for SK. At the top left is the SK logo. At the top right are navigation links: VOUCHERS, DELIVERY, SK CHASE, and 10% OFF VALENTINES DAY VOUCHERS. Below the navigation is a grid of product images. The main image shows a woman receiving a facial massage. Below the image is the product title 'Introductory Spa Journey for Two' and the price '€ 190.00'. To the right of the image is a detailed description of the spa journey, including a list of bullet points and a disclaimer.

SK

VOUCHERS DELIVERY SK CHASE 10% OFF VALENTINES DAY VOUCHERS

[Back to Shop](#)



Introductory Spa Journey for Two

€ 190.00

## Introductory Spa Journey for Two

A gift for two to start with a glass of Champagne, then relax in the Thermal Suite - a series of heat related experiences to soothe, relax and detoxify your body. Enjoy a 60 minute Stress Recovery Massage followed by a delicious two course spa lunch.

- Valid from 01/06/2019 to 30/06/2019

Your journey begins with a glass of Champagne, then relax in the Thermal Suite - a series of heat related experiences to soothe, relax and detoxify your body. Enjoy a 60 minute Stress Recovery Massage followed by a delicious two course spa lunch.

*Subject to availability. Based on two people. Massage takes place in individual treatment rooms.*

## ▶ Video guides

- [How to process a complimentary gift](#)
- [How to make a gift private](#)

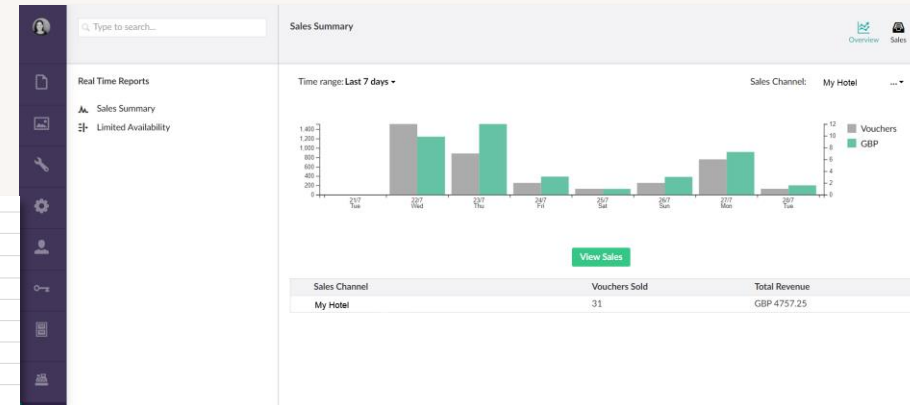
# 3. Reporting

Report examples & real-time dashboard.

From:		01 January 2018	
To:		01 January 2019	
<b>Total Sales less Refunds:</b>		<b>£ 728,452.00</b>	
<b>Payments Received by SKChase</b>		<b>£ 573,636.00</b>	
<b>Total Commission:</b>		<b>£ 26,041.76</b>	
<b>Fulfilment Costs</b>		<b>£ 4,593.65</b>	
<b>Delivery Costs</b>		<b>£ 1,329.06</b>	
<b>Total Fees</b>		<b>£ 31,964.47</b>	
<b>VAT at 20.00%</b>		<b>£ 6,392.89</b>	
<b>Postage &amp; Packaging Charges Due</b>		<b>£ 4,635.09</b>	
<b>Delivery Refunds</b>		<b>£ 14.28</b>	
<b>Total Due</b>		<b>£ 539,913.73</b>	

Order Date	Purchase Method	Order Currency	Amount Paid	ExchangeRate	Adjust Rate	Amount (GBP)	Commission (%)	Commission
01/01/2018	Offline	GBP	70.00	1.0000	0.00	70.00	2.00	1.40
01/01/2018	Offline	GBP	70.00	1.0000	0.00	70.00	2.00	1.40
02/01/2018	Offline	GBP	108.00	1.0000	0.00	108.00	2.00	2.16
03/01/2018	Offline	GBP	155.00	1.0000	0.00	155.00	2.00	3.10
04/01/2018	Offline	GBP	172.00	1.0000	0.00	172.00	2.00	3.44
04/01/2018	Offline	GBP	108.00	1.0000	0.00	108.00	2.00	2.16
04/01/2018	Offline	GBP	30.00	1.0000	0.00	30.00	2.00	0.60
04/01/2018	Offline	GBP	100.00	1.0000	0.00	100.00	2.00	2.00
04/01/2018	Offline	GBP	155.00	1.0000	0.00	155.00	2.00	3.10
05/01/2018	Offline	GBP	105.00	1.0000	0.00	105.00	2.00	2.10



Category	Sum of Voucher Actual Charge	Count of Voucher Actual Charge2
Afternoon Tea	£ 13,132.00	184
Ayurvedic Spa Treatments	£ 1,579.00	10
Black Friday	£ 168,048.00	1696
Black Friday - Hogmanay	£ 1,440.00	8
Christmas Gifts	£ 1,064.00	11
Decisions, decisions - why not let them choose?	£ 26,585.00	252
Dining at the Pass	£ 1,344.00	8
Essential Massage	£ 37,951.00	383
Gin Tasting	£ 30,907.00	538
Hot Stone Treatments	£ 19,369.00	123
Intensive Facials	£ 7,989.00	84
Luxurious overnight stay	£ 22,705.00	77
Monetary	£ 6,715.00	141
Monetary Gift Vouchers	£ 180,930.00	3131
Signature Experiences	£ 19,088.00	116
Spa Days	£ 181,497.00	1590
Speciality Spa Treatments	£ 3,477.00	82
Spiezia	£ 2,169.00	22
Sunday Lunch	£ 7,018.00	121
Tasting Menu	£ 910.00	7
Test	£ 5.00	1
<b>Grand Total</b>	<b>£ 733,922.00</b>	<b>8585</b>

## ▶ Video guides

- [How to identify opted in buyers](#)
- [How to view sales reports](#)



# 4. Analytics

Track user behaviour with Google Analytics.

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Google Analytics (GA) software lets us track users' behaviour on your gift shop, helping understand customers better.

We request your venue's **GA4 Measurement ID** during the onboarding process, so please send this to us if you have not already done so. You'll then be able to see your gift shop web stats in your own analytics account.



We enable integration of marketing platforms such as **Google Ads** and **Meta Pixel**.

Please share your **Meta Pixel ID** with us (enabling you to retarget people on Facebook and Instagram who view your gift shop) and **Google Ad Words Conversion ID** and **Conversion Label**.

# Helping you sell more

Customise your gift shop and learn more about our revenue enhancing features.

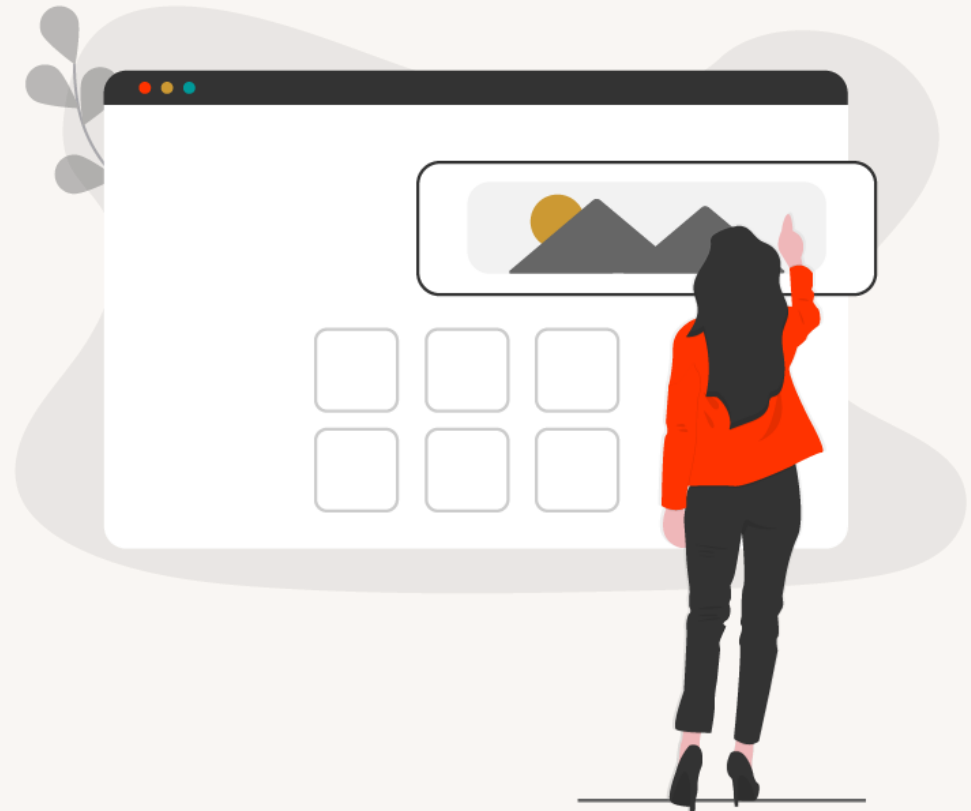
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Gift Shop Edits

Setting up a campaign

Revenue enhancing features

[Watch here](#)



# Video training guides

Short, easy to follow videos helping your team find what they need with ease:

<https://skchase.com/training-video-guides/>

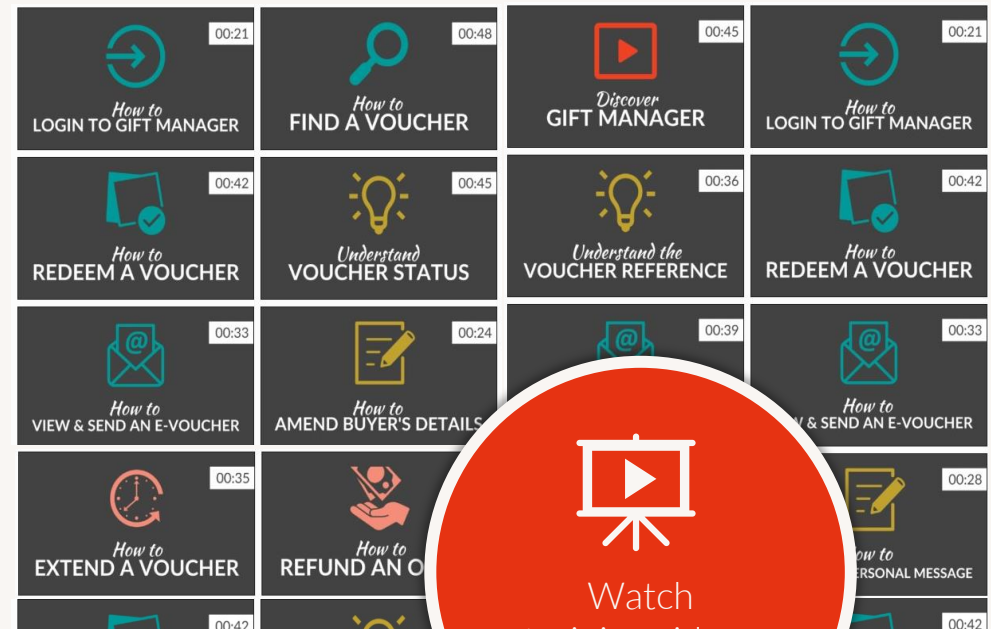
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40+

online training videos

for front of house, marketing  
and finance teams



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training videos  
here



Our friendly team are here to help

E: [enquiries@skchase.com](mailto:enquiries@skchase.com)

T: + 44 (0)344 371 0071

