

# schmooze news

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Message to our Customers:

Dear Valued Customer!

schmooze inc. has a new look for 2010. Our new logo still represents the excellent customer service & support you deserve & expect! As always we will continue to adapt to keep ahead of our industry to better serve you. Thank you for your patronage & loyalty, we appreciate you!

## Maximize your business with Gift & Loyalty Cards

Source: NPS Insider

### Referral Program!

**As you know, referrals are an important part to every businesses' success.**

**If you know a company who already processes credit cards and would like to see if they can save money doing so, send them our way!**

**If they become a customer of ours, we'll send you a \$50 check!**

**It's that simple!**

[www.schmoozeinc.com](http://www.schmoozeinc.com)

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Gift Cards are often thought of as just a piece of inventory that is purchased in lieu of a gift when unsure what to get. Businesses often overlook the many benefits that electronic gift cards have to offer. When implemented correctly, Gift and Loyalty Marketing Programs can increase profitability, improve operational efficiency, and strengthen customer loyalty.

### **Are you interested in increasing your store's brand recognition?**

Gift and Loyalty Card Marketing Programs are designed to aid with increased brand recognition. Your business name and logo will be printed on the card, and the card itself will serve as a "walking advertisement."

### **Are you looking for a way to bring new customers to your store?**

Gift Cards are a less expensive, more effective alternative to traditional advertising. Using gift cards

with pre-set values to send out as "coupons" to local businesses, schools, and offices is a great way to attract new customers.

### **Do you offer cash back for returns with no receipt?**

Issuing store credits on a gift card ensures that all of the funds remain with your business. Chances are good that the customer will return to the store at a later date and spend even more than the original value on the card.

### **Do you currently issue paper gift certificates?**

Manual tracking of the gift certificates is a bookkeeping nightmare! Electronic gift cards substantially decrease the amount of time it takes to record the certificate information and perform the transaction. Research shows gift certificate sales increase at least 10 to 15 percent when companies switch from a paper-based program to an

electronic one.

### **Do you offer cash back to the customer when the full value of paper gift certificate is not used?**

Electronic gift card programs allow customer to keep the remaining balance on the card, which keeps the money in your store.

### **Did you answer yes?**

If you answer yes to one or more of these questions, we should set a time to talk in further detail about the value of implementing a Gift and Loyalty Marketing Program. NPS has an in-house design team that can make you an eye-catching card that is unique to your business.

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We hope you found this information useful. If you have any interest in gift cards please feel free to contact us!

We are here to help!

## Did you complete your PCI - DSS Compliance yet?

Did you completed your PCI Compliance yet? If not, this is a must "to-do" and is required by all merchants who accept credit cards as a form of payment.

Please complete your PCI Compliance as soon as possible and refer to your latest processing statement (at the bottom) for the website address, username and password. You will need these items to log onto the website to complete your PCI Compliance.

The Payment Card Industry Data Security Standard (PCI DSS) is a set of requirements designed to ensure that ALL companies that process, store or transmit credit card information maintain a secure environment.

All processors are responsible for ensuring that all of their merchants comply with the PCI DSS requirements, therefore, all processors are required by the card brands to implement a PCI DSS Compliance Program.

**Connecting to a competing processor will NOT avoid the need to get into PCI DSS Compliance nor the fee's involved.**

Nationwide Payment Solutions has partnered with ControlScan based on the fact that they provide the best value for our merchants while providing full support to help you get into compliance.