

RETRIEVER NEWS

Putting the Service Back in Merchant Services... One Merchant at a Time.

Holiday Shoppers, are you Prepared?

The Holiday Rush is steadily approaching and we want to be sure you are ready. We have prepared a checklist for you to follow to ensure a smooth and profitable Holiday season.

1. Is your terminal or POS system running quickly and efficiently? If not, maybe a free download will help.
2. Are you stocked up on supplies? Receipt paper and MC/V stickers for your door and window?
3. Do you have enough Gift Cards in stock to get through the season?
4. Is your terminal getting enough information with each sale? In other words, are you protected enough from fraudulent sales and scammers?
5. Is your staff trained on your current system well? Does anyone need a refresher?

Please give us a call if there is anything we can do to help your Holiday season run as smoothly and be as profitable as possible. We want to help! 1-800-455-4577

Fostering Loyalty, Build it during Holidays

It's not new news that gift card usage is growing dramatically, and merchants who don't have gift card programs will likely lost out on some sales during this important time.

According to Jupiter Research, 71 percent of consumers under the age of 35 received a gift card during the 2007 season, 50 percent of them redeeming the card by the end of January! Also, in 2007, gift card recipients spent an average of \$27 above the face value of the card!

In a *weak economy*, gift cards may be even more important to merchants. Some have suggested there will be more gift cards given because anxious consumers don't want to waste their money on merchandise recipients may not like.

If you are considering setting up with Gift Cards for this Holiday Season, now is the time to act. Your Christmas shoppers will be in full force in just a few short weeks and your Gift Cards need to be in front of them. Call us today to learn how easy it is to set up. We will expedite all orders to ensure you have your cards as soon as possible!

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Fun Fact: Joke– Danny said to his buddy Brad as they were getting ready to leave the sports bar, “Do you mind picking up the tab? My credit card was stolen last week.” Brad then replied, “No problem. Have you reported the card stolen yet?” Danny shook his head no, and then said, “I decided not to...The thief spends less on the card than my wife does.”