

MULTI-CHAIN GIFT CARD PROCESSING

CASE STUDY: DOUBLE KWIK

OVERVIEW

Double Kwik is a 52-location chain of convenience stores located throughout Kentucky and owned by Childers Oil Company. A purveyor of baked goods, tasty treats and great beverages, Double Kwik has been processing gift cards through our system since 2009. Dispersed throughout rural areas, store connectivity to the Internet can be challenging and over half the stores still use dial up telephone lines to process gift cards as opposed to Ethernet. We private labeled the terminal application so clerks simply select “DK Gift” and each employee enters a 6-digit clerk ID that is linked to each transaction for proper reporting and reconciliation by location managers.



GIFT CARD STATISTICS

* Data displayed as of 12/31/2014

	2014	Cumulative
Gift Loads	\$175,774.90	\$1,522,071.01
Gift Load Count	2,344	63,373
Gift Redemptions	\$172,318.64	\$1,425,980.69
Gift Redemption Count	5,517	86,111
Unredeemed Gift		\$96,090.32
Gift Breakage		6.3%

Heather Burton, PR and Advertising Manager

“After the company helped us import employee data from our HR system with updated Clerk IDs, we ran a contest to encourage employees to sell gift cards during the 2014 holiday season and it was a fantastic success.

The reporting available on demand for seeing which employees sold the highest number and dollar volume of gift cards during the contest period was fantastic and user friendly.”