

Why Online Gift Voucher Software Is A Vital Tool For Your Business



Research shows 76% of people value experiences over things, yet it's much easier to buy 'things'. Beyonk's mission is to make it easier to find and sell experiences online and that begins with ensuring providers like you have the tools you need to succeed.

Selling gift vouchers is no longer a simple gimmick, it's become an instrumental marketing and sales tactic that has proven advantages over traditional online booking.

Learn why gift vouchers are a vital tool for your business below...

Increase your annual revenue

You can typically earn 25% more revenue by setting up and selling gift vouchers during your closed season. This is particularly important for seasonal businesses who only operate at certain times of the year and may miss opportunities to sell if tickets aren't available.

Gift vouchers keep your company at the forefront of people's minds, so when you are ready to sell tickets again, you'll already have customers eager to visit.

Reach a whole new audience

Gift vouchers are an easy way for customers to purchase experiences for their loved one's birthday or as a Christmas present.

It saves them time searching for the right thing to buy and gives the recipients the chance to enjoy a day out they'll never forget.

A successful visit as a result of a gift voucher purchase is more likely to help you increase your regular customer base so you start selling more tickets in the future.

With Beyonk you can get started immediately

So, now you know why gift vouchers are vital to your business, it's time to consider the right kind of software to help you achieve your business goals.

Beyonk provides a simple way to sell gift vouchers and event tickets through our powerful, modern ticketing solution.

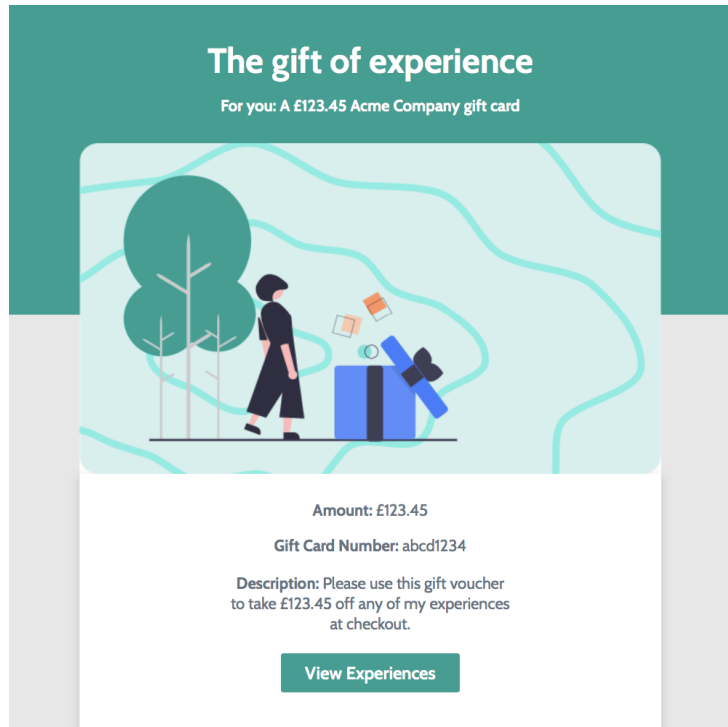
Create, update and enhance bookings and vouchers in a matter of minutes - it's that simple. Once you've customised the software to your liking, it will seamlessly integrate with your website so a customer never has to leave the site to make a purchase.

Customise your gift vouchers

Alongside your standard event or activity tickets, setting up gift vouchers has never been easier.

Go to Beyonk's [App Store](#) to enable this feature and create a booking form detailing the monetary amounts you accept, or leave it up to the customer to choose the amount they want to purchase.

Customers who buy gift vouchers from you will automatically receive an email with the details, including a unique code they'll have to keep in order to redeem.



Reporting

What's more, you'll have access to a report that details how many gift cards you've sold, how much revenue you've generated from those sales, how many vouchers have been redeemed and their remaining balances.

This allows you to better understand how customers are purchasing and allows you to market further by creating reminder emails to those who haven't yet redeemed their vouchers.

Looking for booking software with gift voucher capabilities? Sign up to Beyonk for free and get started customising your new ticketing system in minutes.

Header Image Source: Beyonk