

PROCEDURE GUIDE FOR GIFT VOUCHERS

Gift Vouchers

Gift Vouchers are a very important part of our business and the procedures for selling and redeeming them must be carefully understood and followed at all times. Always remember that a client who has a gift voucher is the same as if they have money to spend and the attitude that we display in providing a service to gift voucher clients must always be the same as with a cash client.

Purchasing a Gift Voucher

When a person comes into our salon to purchase a gift voucher it is often for a special occasion or to say thank you. They will sometimes come with a specific amount they wish to spend but very often they are open to suggestions. There is a particular way that we want all gift voucher clients to be attended to -

e.g. - A person asks, "Can I buy a gift voucher?"
Don't reply - "How much do you want to spend?"

Your response should be to offer to help the person decide. Begin by asking some questions such as "do you have a particular treatment in mind that you would like for your gift voucher". "Is it for a special occasion?" Gather some information so you can provide a suggestion as to a great idea for the gift voucher.

A lot of people who come to buy a gift voucher are either uneducated in the treatments we offer or more often or not, are a partner, friend or family member who know little about the treatments provided. It is like talking a foreign language to them, so lots of help is to be given.

For example – "Our treatment menu contains some beautiful treatments and packages. Allow me to show you."

Always direct them to the packages and say –

"We find our packages make really beautiful gifts and everyone who receives one of these is always really delighted when they come for their treatment."

Packages are of course the opportunity to upgrade from just a single service and remembering that a gift is always something that clients want to be special, so a special treatment is what is required.

When the decision has been made this is the procedure to follow –

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1. Using the special pen provided very neatly write out the gift voucher (Check your state or territory for expiry date regulations on gift vouchers)
2. Place the gift voucher in the gift voucher envelope. Also include a copy of the treatment menu and cancellation policy (or refer them to the menu on our web site) and decorate accordingly.
3. Process the transaction as per our salon's computer procedure.

Purchasing Gift Vouchers by Phone or Online

Yes, we offer the service of being able to purchase gift vouchers over the phone and online via our website and Facebook and we will also arrange delivery of the gift voucher by either mail or by courier for those who may want the special packaging we offer with our gift vouchers. (Insert your procedure).

When you receive a request by phone you follow the same procedure as if you were helping a salon client.

Payment is made by credit card as per the phone credit card procedure.

Mailing Out and Courier Delivery of Gift Vouchers

When mailing out for a client, a delivery charge of \$xxx is added to the cost of the gift voucher and this needs to be explained to the client. For a local mail out, we advise 48 hours delivery.

When a client requires a more urgent delivery a courier can be arranged. The cost of \$xxx is added to the gift voucher and this needs to be explained to the client. A courier service can be the same day delivery.

A copy of the credit card receipt is sent to the client so contact details must be obtained either email or mobile for a text message. Take a telephone contact for the person who is purchasing the gift voucher in case of a query.

Very clear address details need to be collected as to where the gift voucher is to be mailed or delivered.

Receiving Gift Vouchers

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When a client calls by phone or in-person to make an appointment and indicates they wish to use a gift voucher you would always make them feel very welcome and comfortable about the gift voucher. Even though they have received it as a gift someone paid money to buy it in the first instance.

Establish if the voucher is for a dollar amount or a specific treatment and then make the appointment as per the client's requests.

At the conclusion of the appointment taking always repeat the appointment details to avoid confusion.

Point out to the client our cancellation policy in relation to gift vouchers by directing them to our treatment menu that was included in the gift voucher envelope or in the event that they do not have the menu read to them our cancellation policy or direct to our web site.

When a client comes for their gift voucher treatment, they should receive wonderful service and a special treatment the same as all our clients do. They will be sure to tell the person who gave them the gift and if the comments are favorable it is highly likely that our salon will be a future choice when needing a gift.

At the end of the treatment when you return to the reception area –

1. Ask the client for their gift voucher.
2. Process it through the computer as per the correct procedure.
3. Stamp the gift voucher as being redeemed and place the gift voucher in the cash drawer.
4. At the end of the day, the gift vouchers are balanced with your end of day cash procedure.
5. Credit for gift voucher sales is not given at the time of sale but is shown at the time of redemption. The therapist who provides the service receives the value of the service towards their salon sales for the week.

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