

BOOKSELLERS NZ GIFT CARD

Questions and Answers about the Booksellers NZ Gift Card

Q: What does the gift cards look like?

Below is an example of the card:



Q: What is the expiry date on the gift card?

A: The cards have a one year expiry from the date card activated, but there is a three month grace period.

Q: What if I get presented with a gift card that is outside the three month grace period?

A: Please also call EPay Customer Care on 0800 649 999, please do not phone Booksellers NZ.

Q: What do Bookstores make on the sale and redemption of gift cards?

A: **For each gift card sold in store the Bookstore will receive 5% of the value.** E.g. A customer purchases a gift card to the value of \$100. The bookstore that sells the gift card earns \$5 from the transaction. (Epay will invoice and debit the store for \$95.)

For each gift card redeemed in store the bookstore will receive 90% of the value. E.g. A customer redeems a gift card to the value of \$100. The bookstore that redeems this gift card takes \$90 from the transaction. (Epay will pay the \$90 on the 14th or 28th of each month.)

Q: Who are Epay?

A: Epay is a major provider of prepaid transactions across 3,500 retail outlets. Epay offer all mobile top up products and a diverse range of gift cards. They are the service provider for the Booksellers gift card.

Q: When can I expect payment from the redemption of the gift cards?

A: You will be paid twice a month by Epay for any monies owing to your store on the 14th and 28th of each month.

Q: Do Epay charge a service fee?

A: No, there is no service fee. Epay take 5% of the value of each gift card sold and redeemed. This covers their ongoing costs of providing the gift card service.

Q: When will our store be debited for monies owing to Epay?

A: Epay deduct the monies owing from each store by direct debit once a week on a Wednesday. Your store will receive a weekly invoice from Epay (Mondays) detailing the gift cards you have sold. All stores will receive a fortnightly redemption report for all cards redeemed.

Reporting:

A report will be produced and sent to your Store via email and will contain the following information for each transaction

Item	Format
Date and time of transaction	
Store id	
Card account id	
Transaction type	
Transaction value	
Final account balance	
Transaction fee	

Q: How do we issue the gift card through our Eftpos machine/s?

A: Please follow these steps for issuing (activating) the gift cards. These are generic instructions. The process may vary slightly depending on make and model of your EFTPOS terminal.

Activating Cards

- Select **Cash Out** transaction on your EFTPOS terminal
- **Swipe** the gift card through the terminal when prompted
- Enter required **dollar amount** and press **Enter**
- Select **CRD** on pin pad and press **Enter** (there is no need to enter any pin number)
- The terminal will process and print a receipt showing **Accepted** or **Declined**. The receipt will also show new card balance.

Q: How do we redeem the gift card through our Eftpos machine/s?

A: Please follow these steps for redeeming the gift cards. These are generic instructions. The process may vary slightly depending on make and model of your EFTPOS terminal.

- **Swipe** the gift card through your EFTPOS terminal
- Select **Purchase** transaction if prompted
- Enter required **dollar amount** and press **Enter**
- Select **CRD** on pin pad, then enter **4 digit pin** located on the back of the gift card under a small silver strip, scratch the silver strip off to reveal the **4 digit pin** and press **Enter**
- Terminal will process and print a receipt showing **Accepted** or **Declined**. The receipt will also show any remaining card balance.

Please also call Customer Care 0800 649 999 for any issue regarding loading and redemption of cards, please do not phone Booksellers NZ.

Q: How do I reorder more gift cards?

A: To reorder more cards call the Epay IVR system on 0800 649 999 and enter your account number and PIN number or you can speak with a customer care representative or email orders@epaynz.co.nz.

Q: How do I display the gift cards at the counter?

A: See below an example of a counter stand, if you would like one please contact EPay:



Q: How do we check the customer balance on their gift card through our Eftpos machine/s?

A: Please follow these steps for performing a balance enquiry on gift cards. These are generic instructions. The process may vary slightly depending on make and model of your EFTPOS terminal.

- Select **Balance Enquiry** transaction on your EFTPOS terminal
- **Swipe** the gift card through the terminal when prompted
- Select **CRD** on pin pad, then enter **4 digit pin** located on the back of the gift card and press **Enter**
- Terminal will process and display the card balance on screen.

Note: Card balance and expiry date can also be checked at www.giftstation.co.nz or phoning the Epay Customer Care on 0800 649 999. Please do not phone Booksellers NZ.

Q: Which retailers will stock and sell the gift card?

A: The gift card will be sold in 63 Independent member stores (we expect more Indie members to sign up closer to/after the launch), The Warehouse stores and through the following retailers on their gift stations:

- Foodstuffs, New World and Pak N Save stores - 190 stores
- Warehouse Stationery - 60 stores
- BP Service Stations - 85 stores
- Z Service Stations - 220 stores

Q: Which retailers will redeem the gift card?

A: The gift card will only be redeemed by members of Booksellers NZ, including 63 Independent member stores, The Warehouse, Paper Plus and Take Note stores.

Q: Will I be able to sell the gift cards through my website?

A: If you wish to sell the gift card through your website this will involve some technical integration by your web provider. Attached is information needed to undertake this work. It is all in technical speak but is to be passed on to your web provider. Both Shanti Kumar (Barcode Solutions) and Warwick Schaffer (Circle Software) have been informed that stores will contact them individually about this matter; they have both been sent the attachment as well. Sales and redemptions of the gift cards through websites do not present a huge opportunity. We envisage the majority of sales will take place in store.

Q: Will the paper Booksellers tokens be finishing once the gift cards are launched?

A: Definitely not, the paper tokens will still be able to be bought through Book Tokens and redeemed.

We've tried to answer as many of your likely questions as possible in this document, but should you have any other questions, or like further clarification, please do contact Megan Dunn (megan.dunn@booksellers.co.nz) or Cherie Donovan (Cherie.donovan@booksellers.co.nz) or phone 04 472 1908.