

CASE STUDY

Innovative online GIFT CARD PROGRAM for the consumer market

Gift cards have moved to the forefront of the consumer purchasing experience: approximately two thirds of consumers are actively buying gift cards, and they comprise consumers' top holiday purchase. GiveBeauty was formed to make gift giving a more pleasant and realistic experience for everyone involved.

The Client

GiveBeauty is a website, GiveBeauty.com, the GiveBeauty gift card and a national network of beauty salons, spas, masseuses, and other leisure facilities and destinations working together to be the best answer for people who want to give and receive a gift of beauty.

The Idea

Gift cards have moved to the forefront of the consumer purchasing experience: approximately two thirds of consumers are actively buying gift cards, and they comprise consumers' top holiday purchase. GiveBeauty was formed to make gift giving a more pleasant and realistic experience for everyone involved.

The Challenge

The GiveBeauty online user experience has to make giving the gift of beauty, a pleasure for everyone involved. To encourage subscriptions and purchases, the user needs to experience simplicity of purchase using a simple credit card, while the GiveBeauty card will be shipped as a gift.

On the other end, listed in the GiveBeauty network are a whole series of leisure facilities and beauty salons and professional practices and associations that can subscribe to the gift card merchant network.

The Solution

The gift card acquired online functions as a debit card. The online application manages credit card processing, gift card processing, fees and integration between vendors and the merchant billing system, with the option to reload via the web site and by phone. The technology behind the gift card enables customers a seamless shopping experience, allowing the customer to check the balance online.

The analysis and understanding of our customer's business went further into streamlining risk, program design setup and implementation, processing services, marketing and distribution as well as cardholder services into a user friendly process.

With features such as activate, redeem, and reload gift cards easily and immediately online, access program activity reports online, anytime, through a secure Web-based interface (optional), daily batch report providing a chronological list of all transactions, the web application meets all program requirements.

Technologies

J2EE, MySQL, JBoss, Asterisk Phone System, Linux

The Results

Through innovation and thorough analysis of business needs, our team was able to match the wonderful client vision with the scope and outcome of the project.