

# Custom Reporting

## BENEFITS AT A GLANCE

- **Activity Reports** — View your program's transaction activity
- **Trending and Analysis** — Use historical data for forecasting
- **Research Tools** — Track redemptions and non-redemptions
- **Data Files** — Integrate account and transaction details into your existing financial software
- **Cross Redemption** — Manage transactions between corporate and franchisee stores



## The Right Information To Make The Right Decisions

No one knows your customers better than you. In fact, one of the most important advantages you have over the competition is the data you collect every day. As a Gift Card Custom client, you can track and analyze your gift card program through our secure, online portal. It's the kind of intelligence you can use to focus your efforts, develop new strategies and keep your business moving in the right direction.

## Reporting Made Easy With Resource Online

At the heart of Chase Paymentech's gift card reporting is Resource Online™, our proprietary suite of innovative Web-based tools that enables you to quickly and easily access all of your processing data. When you launch your gift card relationship with Chase Paymentech we'll help identify

the information that's most important to your business, and structure a series of reports that gives you instant access to information you need.

### Activity Reports — What's Happening Right Now?

- Transaction Summary — View your program's transaction activity at a glance, by chain, store and transaction type.
- Transaction Detail — Drill down to the single transaction level.

### Trending and Analysis Reports — What's Happening Overall?

- Outstanding Liabilities — View a snapshot of your liability on any given day.
- Liabilities Aging — Identify redemption and card aging historical data so you can project future redemption and liability.

### Research Tools — What Other Ways Can You Look at the Data?

- Cardholder Lookup — Search for transactions by cardholder number, date range and other selection criteria.
- Redemptions Search — Search for cards that have been redeemed within a selected time period from when the cards were issued.
- Non-Redemptions Search — Search for cards that have not been redeemed within a selected time period from when the cards were issued.

### Data Files — How Can I Integrate This Data with my Existing Financial Systems?

- Account Balances for Active Cards (ABAC) — Click to export raw data with card-level detail for all outstanding cards.
- Transaction Detail File — Click to export raw data down to the individual transaction level for your business.



## Chase Paymentech: The Right Partner

When it comes to a gift card partner, you need the right program for your business. The right information to make good decisions. And the right support to keep the program running smoothly. You get all that and more with Chase Paymentech. When you add one of our gift card programs to your business mix, the only change you may notice is an increase in revenues.

As a global leader in payment processing and merchant acquiring, Chase Paymentech offers a consultative approach that helps today's small and emerging businesses become tomorrow's industry leaders. On the Internet or at the point of sale, our unique combination of outstanding service, innovative solutions and financial strength offers solid benefits to companies just like yours.

## There's More to a Gift Card Than Giving

Gift cards can represent a significant business opportunity for any business. But have you considered ways a Chase Paymentech gift card program could benefit your business?

Try using gift cards as:

- **Employee incentives**
- **Promotional cards**
- **Merchandise return cards**
- **Employee cards**

When you do, you'll be able to offer all the perks your customers and employees demand, with all the flexibility and control you expect from your gift card program.

With Resource Online, you can access your gift card processing data (including research, reconciliation and data analysis) anytime, while you focus on growing your business. Your gift card data is totally secure, flexible and exportable.

## The Right Way to Handle Cross Redemption

Running a business with multiple locations presents enough challenges. How your gift card program works between corporately owned and franchised stores shouldn't be one of them. Chase Paymentech pulls all the information together to make tracking cross redemption as painless as possible.

As a franchised Gift Card Custom client, you can choose from either a centralized settlement model or a decentralized settlement model. Using the centralized settlement process allows you to concentrate the control and financial benefit associated with holding funds for outstanding gift cards at the corporate level. In exchange, it puts corporate in a position to centrally manage several aspects of the card program. Using the decentralized settlement process allows franchisees to benefit from their share of the gift card float.

Regardless of your choice, Chase Paymentech will provide you and your franchisees reports showing all funding activity and we will initiate funding transactions to settle up all card program participants.

## The Right Gift Card Programs, Right Now

There's a lot more than cash flow information within these reports. Using Resource Online, you can track consumer-spending patterns as they develop, identify fraud and other vulnerabilities or view individual store performance.

You can even keep track of the different ways you use your gift cards — as gift card, loyalty cards, store credit cards, promotional or discounting cards — Chase Paymentech helps you keep it all straight.

Regardless of your business size or the complexity of your gift card program, you'll quickly realize the benefits of having gift card information at the click of a mouse.

Your gift card data is secure, flexible and exportable. Our encrypted web interface allows you to drill down within your data safely and gives you the ability to get the information that's most valuable to you. Easy exporting to Microsoft Excel or Access allows you to do custom modeling and analysis. And when you just need a snapshot of your program's performance, Resource Online can track balances, list transactions and pull other key indicators monthly, weekly, even daily.

## Make the Right Call

Ask your Chase Paymentech Account Executive for more information about how Chase Paymentech's Gift Card Custom program gets you quick access to the data you need to grow your business.

[www.chasepaymentechgiftcards.com](http://www.chasepaymentechgiftcards.com)

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