PAYTRONIX

Zaxby's Uses Gift Card Data to Boost Sales

ZAXBY'S GAINS ACCESS TO ACTIONABLE GIFT CARD SALES INSIGHTS WITH PAYTRONIX

IN 2015, Zaxby's Franchising LLC (**www.zaxbys franchising.com**), an 800-unit quick serve restaurant operation headquartered in Athens, GA, was notified by its credit card processor that it would no longer process gift cards. The company decided to use the opportunity to find a vendor that fit with its personality and culture. After vetting several vendors, the company ultimately teamed with Paytronix Systems Inc. (**www.paytronix.com**).

After the successful transition, Zaxby's found the amount of data and reporting features available through Paytronix to be very useful. In fact, Jeff Hood, director of financial projects, Zaxby's Franchising, said he is on the Paytronix website daily to run gift card data reports.

"Our previous processor had maybe five reports we could run," he states. "Paytronix offers more than 50 and I probably run about 10 to 12 different reports regularly."

The three most common reports that Hood runs are the Stored Value Overview Report, Money Movement Report and Gift Card Graphs. The Stored Value Overview report shows the summary of sales and redemptions of gift cards.

"We will frequently run the Stored Value Overview Report to quickly determine which locations are promoting gift cards and identify the laggards," Hood says.

This information is important not only to Zaxby's, but also to its franchisees, many of whom want insight into their location's gift card sales progress.Through an online interface, each store's general manager or franchisee owner can monitor gift card sales and redemption activities.

The Stored Value Redemption Detail report and Stored Value Sales/Added Value Detail report are available for more in-depth reporting on a card-by-card basis. Using these reports, Zaxby's is able to drill down to a particular gift card and monitor activity including such specifics as: the date the card was activated and redeemed, how much money was added to it and used at redemption, and even at which Zaxby's location it was used.

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The Money Movement reports allow Zaxby's to see which cards were redeemed by certain stores. Paytronix moves the money to appropriately meet the liability between franchisees and corporate. These reports help to reconcile bank accounts and are critical for bookkeepers to complete the bank reconciliation.

Gift Card Graphs show sales trends, period comparison over specified fiscal periods, sales by store (including top and bottom performing stores, also Blackhawk Networks/Incomm), and redemption profiles which helps Zaxby's calculate gift card breakage based on the lifetime of the card.

"We're moving a lot of physical gift cards year round," Hood says. "We needed a company with the capacity to handle our volume without being overwhelmed. Paytronix has delivered. In fact, we saw an 18% increase in gift card sales after coming onboard with Paytronix, compared to the previous year with our former processor."