VOUCHER PLATFORM
VOUCHERS AT THE POINT OF SALE AND FOR E-COMMERCE

Wirecard's voucher module is a full-featured alternative payment method providing fully flexible functionalities that improve customer experience while increasing your market area, credibility and revenue.

Benefits

▶ Omnichannel strategy

▶ Preprinted gift cards for sale in merchant's own store(s) and with external partners

▶ A timeless tool for improving customer loyalty and boosting revenue

▶ Improved customer retention with personalised vouchers

▶ On-the-fly creation of online vouchers

▶ Management interface, support and marketing options available

▶ Creation of merchant-specific voucher types based on predefined parameters

▶ Reloadable and single-use vouchers

▶ Promotional vouchers with multiple-usage scenarios

▶ Vouchers have the ability to be partially redeemable

▶ Merchant-specific values can be stored on the voucher

Differentiation between solutions

Medium	Voucher types	Integration/ distribution	Legal requirements
Digital	Monetary	Closed loop	Non-e-money
Physical	Service vouchers	Open loop	E-money licence

wirecard

VOUCHER INTEGRATION WITH WIRECARD – THREE OPTIONS

Wirecard offers three different technical solutions for the acceptance of vouchers.
All three integration solutions work in online and offline scenarios.

Point of sale (POS)
Accept vouchers as a payment method or sell gift cards. Programming interfaces (APIs) enable payment functionality to be integrated into checkout systems (ECR or terminals).

Customer App
The voucher module has the flexibility to be integrated into an already existing customer app. The merchant can create vouchers to meet their current business goals, and change them dynamically as needs arise. The voucher can then be displayed as a QR code and can be used to delight users by allowing them to pay at the point-of-sale with their smartphone.

Websites/e-commerce shops
Accept vouchers as a payment method for e-commerce shops. With Wirecard's multi-payment solution, credit cards and vouchers can be combined into one payment.

Merchant perspective | Selling and redeeming vouchers

Selling vouchers

End customer → End customer buys voucher → Merchant
Merchant ← Voucher is activated ←

Merchant → Merchant requests and activates voucher via API call → Wirecard
Wirecard ← Voucher code is confirmed ← Merchant

Redeeming vouchers

End customer → Redeem Voucher → Merchant

Merchant → Merchant validates balance → Wirecard
Wirecard ← Voucher balance is high enough to purchase product ← Merchant

Merchant → Request to redeem voucher: amount is deducted → Wirecard
Wirecard ← Confirmation ← Merchant

Sale is confirmed → End customer