



WHY SELLING GIFT VOUCHERS ONLINE
MAKES SENSE FOR RESTAURANTS

GiftVoucherBrilliance

WHY SELL GIFT VOUCHERS FOR YOUR RESTAURANT?

In a world where gifting experiences over 'things' is increasingly becoming the norm, if you haven't got an online gift voucher shop available to your customers then you are almost certainly missing out on additional revenue.

- This year online gift voucher sales have exceeded £4 million, with average client sales increasing from £11k to £20k. The Restaurant sector is growing, where dining-specific gift voucher sales have seen the most significant increase across the hospitality sector.

- A whopping 25% of vouchers sold go unused too. That's money that will go straight to your bottom line.

This is why restaurants are perfectly positioned to sell gift vouchers online





YEAR ROUND REVENUE WITH GIFT VOUCHER BRILLIANCE

[Gift Voucher Brilliance](#) is a fully customisable e-commerce platform used by restaurants, pubs and inns across the UK, generating over £4 million in revenue for our clients per year. Developed by [Clockwork Marketing](#), a specialist hospitality marketing agency with over 30 years of industry experience. Benefit from reliable UK based fulfilment and support just a phone call away, our platform is the perfect choice for restaurants wanting to simply boost revenue year-round.



JOIN OTHER RESTAURANTS WHO ARE SUCCEEDING WITH GIFT VOUCHER BRILLIANCE

“The API integration between Gift Voucher Brilliance and our Epos provider Tevalis has brought significant operational benefits to our restaurant. It not only streamlines voucher management, but the time saved from manual voucher processing can be redirected toward providing exceptional customer service and improving overall dining experiences. The automation of these tasks not only saves valuable time but also minimizes the potential for errors, creating a more efficient and reliable system for handling customer vouchers. Efficiently managing gift vouchers is a crucial aspect of running a successful restaurant, and this integration does just that”.

Paul Ben, Manager, The Witchery Edinburgh

“Using Gift Voucher Brilliance over the years for various venues as our preferred Gift Voucher partner, we have seen a noticeable difference in revenue; they have helped us transform and manage our sales and redemptions through their feature-rich system and customer support”.

Jay Glass, Area Marketing Manager

“Since we made the switch to Gift Voucher Brilliance we couldn’t be happier. Easy to use software & super-quick response times to queries mean we add and amend vouchers to suit trends and product changes in no time at all. A shop front that matches and compliments our website gives customers the confidence to shop online all year round. Voucher revenue increased exponentially the moment we made the switch”.

Simon Connolly, Greens

“Gift Voucher Brilliance is a crucial income stream in our overall restaurant revenue strategy.

Since we began our relationship with the team at Clockwork back in 2018, it has proved to be a very successful partnership, one which we would highly recommend. Their understanding of hospitality sets them apart and the ongoing support and engagement from them always wanting to improve as both our business’s grow is highly rated”.

Nikki - Lee, General Manager & Owner

NEXT STEPS...

To find out how we can help you drive gift voucher sales, get in touch with our Gift Voucher Brilliance team.

Email support@giftvoucherbrilliance.co.uk
or call 01803 872999

Gift Voucher Brilliance