

Track 1 | Mobile & Contactless Tools

Session: Online Gift Card portal

Online Gift Card portal Overview

The Online Gift Card Portal is an extension of the existing Maestro Gift Card functionality. It works seamlessly with the current Maestro Gift Card module and does not alter any existing features or operations.

General Features:

- Fully browser-based & optimized for mobile devices.
- Guest-facing portal links can be embedded on property websites, emails, or marketing materials.
- The portal's appearance (header, footer, colors, and imagery) can be customized to reflect the property's branding.
- Most on-screen text can be managed through Maestro's Global Maintenance settings.
- Properties can offer digital gift cards, physical gift cards, or both via the portal.
- Promo code management for bonus or discount
- Shipping fee management for physical gift cards

Digital Gift Card

- Automatically emailed to the recipient at the time of purchase.
- The recipient receives a PDF version of the gift card via email.
- Both the email and the attached PDF can be branded and include property-specific terms and conditions.
- The purchaser receives a confirmation email with a PDF payment receipt (folio) attached.
- All digital purchases are recorded in the Online Gift Card Log, accessible via the Front Desk and AR modules.

Physical Gift Card

- Can be purchased online and fulfilled manually by the property.
- Orders appear in the Online Gift Card Log, where they are processed and managed for distribution.
- The log is accessible through the Front Desk and AR modules.
- Purchasers receive a confirmation email with a PDF payment receipt (folio) attached.

Shipping fee for Physical Gift Card

- Shipping charges can be configured based on national vs. international delivery or specific regions, as defined in Maestro's configuration settings.
- If no variation is required, a universal shipping region labeled "ALL" can be used.
- Maestro compares the recipient's address to the property's configured address to determine region-based shipping.
- Multiple shipping options (e.g., Regular Post, Express, FedEx) can be configured per region.
- Fees may be calculated per order or based on the number of gift cards per order.

Online Gift Card Log

- All online gift card transactions (approved or declined) are recorded in the log.
- Physical gift card fulfillment is managed through the log.
- Additional options include generating Crystal cover letters and mailing labels for physical cards.
- Digital cards can be re-sent to recipients directly from the log.
- Purchasers' receipts can also be resent upon request.

The Online Gift Card Log Displays

- Purchaser and recipient details, including personal messages.
- Gift card and sales folio details, amounts, and quantities.
- Applied promotions and any system error messages.
- Traces can be configured to auto-send for digital, physical, or both gift card types.

Configuration

Maestro's Web Services team will collaborate with the property to implement and configure the Online Gift Card Portal.

Configuration settings are found at:

Maestro > AR Maintenance > Gift Card Maintenance > Online Gift Card Setup

Available configuration options include:

- Card types offered (digital, physical, or both)
- Minimum and maximum purchase amounts per session
- Purchase increment values
- Maximum quantity of cards per session
- Maximum transaction value
- Accepted credit card types
- Promo code setup
- Shipping fee structure
- Trace message configuration
- Clerk code/group authorization for sales folio adjustments (e.g., refunds)