

BLUERUNNER SOLUTIONS

E-VOUCHER & GIFT CARD



About St Andrews

St Andrews Links has been the host to golfers since the 15th Century. They boast more than 230,000 rounds played a year over seven public courses.

Benefits of E-Voucher & Gift Cards

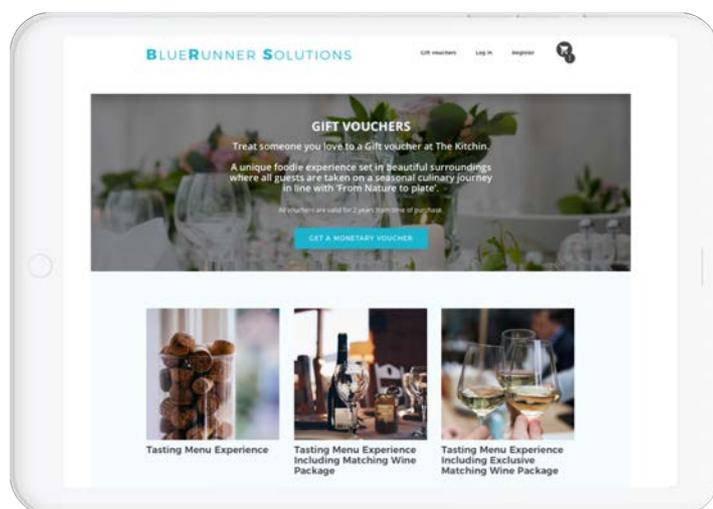
Real time reporting allowing immediate access to valuable insight. This allows the St Andrews Links team to easily and efficiently track all e-voucher & gift card transactions and reconcile these to their point of sale system.

Flexibility for customers who can purchase either a physical card to be posted or a e-voucher that can be emailed on to the eventual recipient with a personalised greetings message.

The ability for customers to purchase individual items online, for example lessons at the Golf Academy.

Integration with the St Andrews Links website and point of sale systems and where a POS integration is not available, the ability to process transactions via the standalone module or app, which has saved time and created efficiencies in the process.

Card creation feature used by the mail order department, which has helped to make the fulfilment process more efficient and streamlined.



26%
Increase in sales

68%
Increase in
registered users

“The team at BlueRunner have been excellent to work with. They are always willing to listen to our requirements and are fantastic at finding a solution.

They were great at engaging with our four point of sale providers, two of which now offer an integration to the platform for the sale of e-vouchers & gift cards and redemption of value.

They are also fantastic at driving and developing the E-Voucher & Gift Card Platform, to not only promote sales, but also to enhance the customer experience of customers of St Andrews Links. The support from the team has also been great although very seldom required.”

– David Johnston, Financial Controller

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