User guide

PREMIUM GIFT CARDS

Version: 1.0.0

With the Premium Gift Card module, offer gift cards for the amount of your choice, that your customers can buy to give to their loved ones, who will use them on your store. **This ideal gift is perfect for all sectors of activity** (fashion, high-tech, beauty, sport, travel, etc.) and meets all expectations, whatever the occasion.

Contents:

1. HOW GIFT CARDS WORK

The gift cards that you sell on your website are comparable to other products in your catalog. They each have a name and price that you have defined beforehand.

Your customers can add one or more products (gift cards or other) to their cart and make their purchase normally. They do not need to configure anything before buying the gift card.

Once one of your customers has purchased a gift card and the payment has been validated (status to define in the Configuration tab of your module), they will receive an email inviting them to configure their gift card before sending it to the person of their choice.

The configuration space is found in the customer account, under **My Gift Cards**. All gift cards purchased by the customer are found in this section. By clicking on the Configure button, your customer can start to configure their gift card and therefore personalize the following elements:

- Name of the gift card recipient
- Name of the sender

- Personalized text
- Choice of gift card type:

> **1/ Send by email**: recipient's email address and choice of sending it immediately or at a later date (date of choice)

> **2/ Download the gift card as a PDF** - the customer can then give the gift card directly to the recipient

Once your customer has configured and saved their gift card, the action chosen is carried out (sending by email or immediate downloading as a PDF).

If your customer chooses to send the gift card by email, the recipient will receive an email at the address provided, containing the elements indicated in the configuration as well as the value of the gift card, the associated code and the expiry date.

Display how the gift card works on the product pages

For greater security and trust, we recommend informing your customers of how configuration (via the customer account, after purchasing etc.) and sending (by email or downloading in PDF form) of their gift card works, directly on the gift card product page.

To successfully complete creation and display of your gift cards, you will find all instructions for configuring your back-office module below.

2. CONFIGURATION TAB

- **_Stage 1:_** _General configuration of your gift cards_

Firstly, you need to configure the generic elements of your gift cards:

- The validity period (in months) of your gift cards: this will determine the period during which a customer can use the gift card given to them...

- The type of tax to apply to your gift cards: the tax that you choose will be automatically applied to all products that you have tagged as gift cards.

In general, gift cards are purchased **Excluding Tax,** as the tax applies when the customer purchases products on your website. However, this feature is proposed in the event that you want to apply a specific tax to your gift cards.

Please note that you must comply with e-commerce regulations in force in your country, including those related to gift cards.

- Shipping fees associated with products purchased using a gift card: included or not.
● If you choose to include shipping fees, (by clicking "Yes"), the gift card recipients will also obtain free shipping fees on the order they place using their gift card.
● If you click "No", the gift card value will not include shipping fees, and the customer will have to pay the shipping fees applied to their order.

- The payment status activating the gift card. In general, the status to use is "Payment Accepted" unless you use specific statuses. For as long as the order has no status, the customer cannot configure or send their gift card.

● ***Stage 2:*** *Creation of your gift cards*

In this configuration stage, you are redirected to the creation of "Gift Cards". Feel free to consult the information block in the configuration before moving on to the creation of your Gift Cards.

The latter work as normal products, with a title, price, available quantity, description, one or more images, SEO elements etc. However, they are a number of differences:

- You must choose "**Virtual Product**" as the product type, to the top right of the product name, then save your changes. Please also note that you need to delete the combinations that you may have on your product before classifying it as "Virtual".
- You must then go to the "Modules" tab of the product sheet, select Premium Gift Card, then tag the product as a gift card so that it can be taken into account by the module.
- The tax configured earlier in the module interface will automatically be applied to the product tagged as a gift card.

You can create as many gift cards as you wish, at the prices of your choice.

You can also sort your products into the category/ies of your choice. For example, you can create a category dedicated to gift cards.

Once activated, your gift cards will be displayed on your website like your other products. Your customers will then be able to purchase them. For more information on how gift cards work and their configuration, **have a look at the first part of the user documentation.**

What happens if I don't tag a product as a Gift Card?

This product will not be considered as a gift card but as a normal product and the customer will therefore not be able to configure it and send it to the recipient.

3. LIST OF GIFT CARDS & STATS TAB

In this tab, you can find all gift cards that you have created and tagged as such, as well as a history of the gift cards purchased/used and statistics on the use of gift cards on your website.

1/ Management of Gift Card products: from this dashboard, you will have access to all products tagged as gift cards, as well as their ID, name and price. You can modify, activate, deactivate or delete them. If you choose to delete them from the module, they will be untagged and deactivated but will still be available in your product catalog.

2/ Statistics: this tab also allows you to recover essential statistics on your gift cards: total number of gift cards purchased, total number of cards used, total turnover generated.

3/ History of Gift Cards purchased: from this dashboard, you can also access all gift cards purchased since you created them, the important information concerning said gift cards (gift card ID, Order ID, customer name, code, price, purchase date) and their status (Awaiting payment, To be configured, Downloaded, Scheduled, Sent, Used).

4. CRON TASKS TAB
In order to send emails to the gift card recipients, automatically or at a later date, you need to configure a cron task, a process that allows you to schedule regular tasks. It must be programmed to be triggered **once a day.**

In order to do so, you have three options:

1/ Automatic sending via a free external service **(recommended option)**
We recommend use of the www.easycron.com service. Simply create a free account, then configure your cron task (it is a URL which must be called).

2/ Automatic sending by configuring your own server
If you prefer, you can configure your cron task yourself on your own server. For this option, please contact your web host.

3/ Manual sending
You can also send manual reminders. In order to do so, click on the dedicated button or indicate the URL of your cron task in your browser.

5. HELP TAB
You can use this tab at any time to help you with the various configuration elements of the module, by following the user guide available for download as a PDF.

It includes a list of questions frequently asked by our retailers and answers provided by our module experts.

Finally, you will find our contact details for any questions you may have about using the module.

If you have more general questions on using our solution, here is the [PrestaShop User Guide](#) where you can find all of the information you need to make the most of PrestaShop.

The entire PrestaShop Team thanks you for your trust and wishes you every success with the Premium Gift Card module!

The Premium Gift Card module was developed by the PrestaShop Team, which guarantees its complete compatibility with the PrestaShop e-commerce software.