

## Fantastic Sams Gets a Fantastic Return on their Gift Card Program

### FANTASTIC SAM'S<sup>®</sup> CUT & COLOR<sup>™</sup>

Fantastic Sams is one of the largest full-service hair care salons offering cuts, color and texture for the entire family. They revolutionized the hair salon franchise industry in the 1970s. Now the company boasts over 1000 locations throughout the USA and Canada with many franchise opportunities available.

Fantastic Sams' Cindy Gaudette discusses her experience with Factor4's Gift Card Program.

### Impact of the Gift Card Program on ROI

The biggest impact of the Gift Card Program has been the increase in revenue. Customers spend more when they use a gift card and are more inclined to try products and services that they haven't previously, like our professional hair care products. It's provided franchisees with another revenue stream while increasing customer retention and loyalty.

### How has Factor4's Gift Card Program helped your business?

1. It's provided a convenience for our customers to be able to purchase gifts for family members, teachers, friends and co-workers. This brings in new customers to our salons.
2. We have saved time by partnering with Factor4 because the Gift Card Program set up is easy and it's the same process for all franchisees. Factor4 created one form for ease of signing up and ordering gift cards.
3. Factor4's staff provides excellent customer support. They answer all inquiries promptly and never pressure franchisees for sales. We like the consistency of working with the same people at Factor4 to help us.
4. Their centralized pooling of funds makes it easy to track and transfer gift cards purchased at one location and redeemed at another. They do all the accounting and transferring of funds for our franchisees.



### Learn more about Fantastic Sams

<https://fantasticsamsfranchise.com>

Contact Factor4 to learn how our Gift Card Programs can help your business increase revenue, bring in new customers and promote loyalty from existing ones.