

gifted'

# Gifted Voucher Extender FAQs



# What is Gifted's new feature Voucher Extender?

Guests can extend the validity of their gift vouchers online for a small fee.

## Why did we build it?

Sometimes people just need more time. Life often gets in the way, or, we forget to use a gift voucher. Journey's Voucher Extender feature gives guests the option to extend their voucher. Offering an extension option adds both value for your guest and commercial upside for your hotel.

## What are the benefits of Voucher Extender?

- Generate revenue from the extension fee (a pure margin product)
- Save your team time manually processing voucher extensions with guests on the phone
- Build brand good will - converting potential frustration into guest satisfaction
- Deliver a seamless digital experience by putting the extension control in guests' hands
- Opportunity to drive guest spend on-site.

# How does it work?

The recipient of the email voucher will receive an email notification 72 hours before it expires, prompting them to extend the voucher if they wish.

To do so, they simply need to click on the link, which will take them to the screen shown below, where they can select their option and enter their payment details. Guests will be required to make payment before the expiry date to complete the extension payment.

THE ELMSTONE  
HOTEL & SPA

Afternoon Tea (for One)

1. Choose your extension duration

Your voucher is due to expire on 24 May 2025

☐ 1 month

£10.00

☐ 3 months

£25.00

☐ 6 months

£50.00

2. Enter your billing information

Title  
Mr

First name

Last name

# Who will receive the email notification for the Voucher Extender

Only the recipient email will get notified that the voucher is about to expire, the original buyer email address will never get notified that the voucher is yet to be used.



## When is this new feature going live and what do I need to do?

The new feature is automatically going live across the site on 6th May and requires no set up from yourself. It will automatically be toggled on. If you wish to exclude certain vouchers from the extension, the team at Journey can do this for you.

## My guest received a physical voucher, can they extend their voucher?

Only recipients of digital vouchers will receive an automated voucher extension email. If recipients of physical (printed) vouchers wish to extend their gift voucher, this is at the discretion of the hotel.

## When do guests receive an auto-generated extension email?

If a guest has not redeemed their gift voucher, they will receive an automated email 72 hours prior to the expiry of their voucher.

## Will I be notified when a guest extends their voucher?

Each guests' voucher extension is tracked within Gifted. You can access this data in our Reports functionality.

## Can I customise the guest email?

We have pre-built an extension email for your business. If you wish to customise your own email, you have access to do this within Gifted.

## Can I share a link with a customer who enquires over the phone?

Yes - [hotelexample.wearegifted.co.uk/redemption-status](https://hotelexample.wearegifted.co.uk/redemption-status) will be a public facing link for you and your team to share with customers in addition to the reminder email that the system sends.

## What additional revenue can I expect from this new feature?

Data analysis projections forecast that voucher extensions will bring your business an additional 12% revenue. This is through direct additional voucher revenue each time a voucher is extended (pure margin), as well as the additional revenue captured when that guest comes on-site and spends more than 10% of the original value of their voucher.

We have created default Extender Fee options based on what our clients were asking for and what typically guests were requesting when asking for these extensions over the phone. We have tied costs onto these extensions to ensure you gain maximum revenue through this feature.



# Can I configure the voucher extension to my business?

Yes the system is customisable. You have complete control over:

- The extension period you want to offer
- The extension prices you want to charge
- Which vouchers can be extended, and which ones can't be extended.

The default settings will allow your guest to extend their voucher by either one, three or six months for £10, £25 and £50 respectively. These can be changed to one, two and three months if you would prefer. Prices can also be edited. The team at Journey can do this for you, simply email [liz@journey.travel](mailto:liz@journey.travel) to get these changes live.

# Can I charge more / some different? If so, how do I change it?

The feature is set up by Journey's team on your website with the default options, however the options are fully customisable, to even deleting them and offering your guests a single option. However the data suggests offering three options will be most welcomed by your guests and result in the most uptake.

# Are there any costs?

Yes, the cost to fulfil these extensions is £5 which is payable by the guest from the total payment, so if a voucher is extended for six months for £50, the hotel will receive £45 from Stripe.

## What happens to the original voucher and code?

That's one of the best parts - the original order and code stay in tack and simply get updated with the new expiry date as well as a note about the extension/dates involved, resulting in a seamless experience for your staff.

## How many times can a guest extend their voucher?

The default setting in the system is set to allow them to extend it an unlimited number of times to maximise revenue for you. However we have already built a 'limit' that can be set up per property if you wish to enforce a limit.

## Will reminders be sent to complimentary vouchers?

No they won't as this doesn't align with our vision to increase revenue for you through upsells and additional ancillary spending.



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Thank you

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