

indue

Client Case Study



Vii / TCN eftpos Digital Gift Card

Collaborative success in pioneering digital gift cards

In the evolving landscape of digital transactions, consumers are increasingly demanding more convenient, secure, and environmentally friendly digital solutions. Driven by this major shift to digital solutions in the financial services sector and the growing prevalence of mobile wallets, Indue, Vii and The Card Network (TCN) embarked on a groundbreaking initiative to launch a first-to-market eftpos digital gift card solution, to cater to the \$6 billion national gift card market.

Vii is Australia's largest gift card solutions provider in Australia, processing more than 250 million gift card transactions a year. TCN is an Australian-based fintech company that offers a range of gift cards from some of the most popular brands in the country. Both companies have a strong reputation for delivering cutting-edge technology and gift card solutions focused on providing an exceptional customer experience.

A Groundbreaking first-to-market Digital Solution

Although digital gift cards are not a new idea, this marked the first introduction on the eftpos network. Through a creative partnership strategy, a digital gift card solution was developed, providing flexibility, cost efficiency, enhanced usability, and environmental sustainability by decreasing reliance on conventional plastic cards.

As highly customisable digital products that can be issued instantly, digital gift cards are proving to be a popular payment solution - both for gifters and receivers of the card, as well as merchants who can access sophisticated back-end analytics to improve user experience and distribution.

A standout feature of the digital gift cards is their flexibility and user-friendly design. With the ability to send the gift card via email, SMS, or social media, consumers have a versatile option for gift-giving that perfectly fits into our increasingly digital lifestyles. The simple and intuitive interface enables users of all technology competencies to easily navigate and use the gift card, enhancing the overall user experience.

In addition, eliminating physical plastic gift cards significantly reduces unnecessary plastic waste, supporting global efforts in the financial services sector to increase sustainability and reduce its environmental footprint through digital solutions.



Addressing challenges through proactive project management

Successfully launching the first-to-market eftpos digital gift card required meticulous project management, seamless collaboration, and strategic innovation.

A diverse team was assembled, with skills spanning project management, software development, and financial services, which enabled strong collaboration, as well as fast decision making and problem-solving to overcome key project challenges.

The project management efforts manifested in clear communication channels, well-defined project timelines and the efficient allocation of resources, which were all pivotal in ensuring the solution was developed, tested, and launched within the predicted time frame, providing first-to-market advantage and gaining a competitive edge in the crowded financial marketplace.

Industry-leading solutions from Indue

Indue's digital gift card technology supports growing customer demand for highly convenient, secure and flexible mobile payment experiences.

Indue's solution is driven via an issuer managed app, which facilitates the issuance of cards to TCN and Vii and allows them to maintain settings for the card and add it directly to an OEM wallet.

Our capability enables us to provide holistic support to card issuers in progressing their digital gift card products through Apple Pay and Google Pay, and we work with our client's app developers to deliver a tailored solution.

This in turn enables Indue's clients to provide tailored, highly personalised gifting experiences for their customers.

Setting new industry benchmarks

The successful introduction of Australia's first eftpos digital gift card solution was a significant achievement and milestone for all involved, reaffirming their reputations as innovators within the digital payment industry, continuously setting new standards in the Australian market.

The initiative's success demonstrated that being first to market with a customer-focused, sustainable solution is a powerful strategic advantage.

It is also a clear example of how flexible, highly collaborative and determined teams can drive innovation, creating pioneering products that meet current client needs and anticipate future demands.



Find out more about how we can help you today with our range of programs.



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