

NFBP Brilliance in Business Awards 2019

The ExxonMobil
Award for Innovation

ExxonMobil

Giftpro

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Based in Minstead, Giftpro provides their clients with an online store to sell and manage gift vouchers and experiences for their business. With two distinct user groups, the clients benefit from a centralised system for handling the administration involved with gift vouchers. Whereas Customers enjoy a seamless online shopping experience when choosing a gift for a loved one.

The service was identified by spotting a gap in the market five years ago where it was considered that established providers' systems were expensive and poorly developed. It was viewed that this was leading to lost sales and frustration on the part of clients. A new system was developed allowing the business to manage and oversee the sale of vouchers including real time reporting and online redemption of the vouchers.

A target market of high end hotels and restaurants was identified in the immediate geography and it was from here that the business first built its customer base. Today this stands at approximately 500 individual partner businesses, more than any other competitor in this market place.

It was recognised that the service needed to continually innovate and adapt. As such an ongoing programme of over thirty major updates was rolled out last year. Beyond this, plans are underway to expand the scope of the site to sell tickets for events. This will be launched under a sister product site and is currently undergoing beta testing. Giftpro are also working clients to sell and fulfil physical products (for example books, clothing, spa products) on top of their gift voucher scheme.

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