

SVM Adds Individual eGift Capabilities to its Online Business-to-Business Portal

SVM Continues to Enhance SVMdirect.com with New Benefits for its B2B Buyers

ARLINGTON HEIGHTS, Ill., December 7, 2017 – SVM, LP, the leader in gift card fulfillment serving businesses for more than twenty years, has unveiled an enhancement to its self-service, online purchasing portal, SVMdirect.com. The platform now allows its customers to purchase eGift cards online and then have those cards delivered to individual recipients.

SVMDirect.com, launched in the spring of 2016 has seen steady growth in both users and orders. This new individual delivery option, in addition to the existing bulk delivery option, allows the thousands of customers using the platform to select gift card brands and denominations, then checkout using a credit card, check or wire payment. During checkout, the customer simply uploads a list of recipients and individually customized messages, and SVM takes care of the rest, delivering the cards to the intended end-users. The new feature simplifies fulfillment for the customer, keeping eGift cards more secure and saving time.

“Our customers have raved about the ease of use of the portal since its launch, but when informally surveyed they also let us know that they wanted this enhancement, first and foremost,” explained John Cullen, Vice President of Sales and Marketing. “We pride ourselves on having the right technology to support the needs of our vast customer base and providing individual delivery for eGift was the next logical enhancement for SVMdirect.com.”

SVM can offer eGift delivery for the most popular brands used in the loyalty, award, employee and sales channels.

“We strive to be the most reliable provider of gift cards for business and with the growing popularity of digital gift cards, we’ve addressed a need expressed by our portal customers,” commented Kristy Reddington, Director of Digital Products.

In addition to SVMdirect.com, SVM also offers an API for delivery of eGift products. SVM’s API solution is a perfect fit for consumer, loyalty, sales and employee channel programs, and offers a customizable solution to reinforce your brand all backed by the leader in business-to-business gift card services.

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About SVM

Founded in 1997, SVM is a global leader in providing innovative gift card solutions for businesses. SVM is the only company that offers gasoline gift cards from every major oil company in America, as well as over 250 of the most popular retail brands, restaurants, service companies, hotels, and prepaid cards. SVM’s products are used by leading incentive, rewards, loyalty and other companies to incent and reward their customers, employees, and prospects. For more information on SVM, please visit www.svmcards.com