

Q&A with Dan Battista, CEO and Partner of Factor4 providing Gift and Loyalty Processing for Small and Medium Sized Businesses



Dan Battista
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Interview conducted by:
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CEOCFO: Mr. Battista, what is Factor4?

Mr. Battista: We are a gift and loyalty processing company for the small and medium sized business. We provide transaction processing, full reporting and all the tools you need to have a successful gift and loyalty program.

CEOCFO: How prevalent are gift and loyalty programs?

Mr. Battista: I would tell you that most merchants have a gift card program whether it is a gift card or certificate. Gift cards take it to another level. Loyalty is probably used in about 75% of merchants right now where it rewards the top customer for coming in and keeps them coming in as well.

CEOCFO: How does an engagement with Factor4 work for a company?

Mr. Battista: Typically a small or medium sized business is looking for a technology solution that fits into their current processing framework, whether they are using a POS or processing terminal. We build an application or have an integration with many of the largest POS providers. For us, it is just a matter of setting the parameters up in their equipment and helping them design and print cards for them as well as provide any marketing materials. It allows them to sell the cards and promote their services to their customer.

CEOCFO: Do you collaborate with a company to develop what their programs should be, to explain some of the options or do many companies know what they want when they come to you?

Mr. Battista: On the gift card side, most of them understand what they are looking for. We typically work with them on the design and the display as well as the accessories that go with the gift card program. When it comes to the loyalty, we really become the business consultant where we understand their business model such as coffee shop. A loyalty program for a coffee shop is much different than a loyalty program for a furniture store because the average ticket is larger and the number of transactions is different. We typically work with the owner to set up a program that allows them to drive more business and more profitable business and can always be modified as the program goes.

CEOCFO: Why does the look of the card matter?

Mr. Battista: The value and the look of a card really matters because there is a perceived value in a plastic gift card. When someone is giving a gift card as a gift or utilizing it for themselves. The look of the card really makes a difference. You will find that many of the retailers have different options for the looks of the card whether it is for a different time of year or whether it is a holiday card, a birthday card, or it is in different designs or colors. It matters because consumers