



## Gift Cards Boost Sales



With the idea to make the best chicken around, childhood friends, Zach McLeroy and Tony Townley, founded Zaxby's in Statesboro, Georgia.



1990

Year Founded

700

Locations

16

States



**Zaxby's Headquarters**

Athens, Georgia

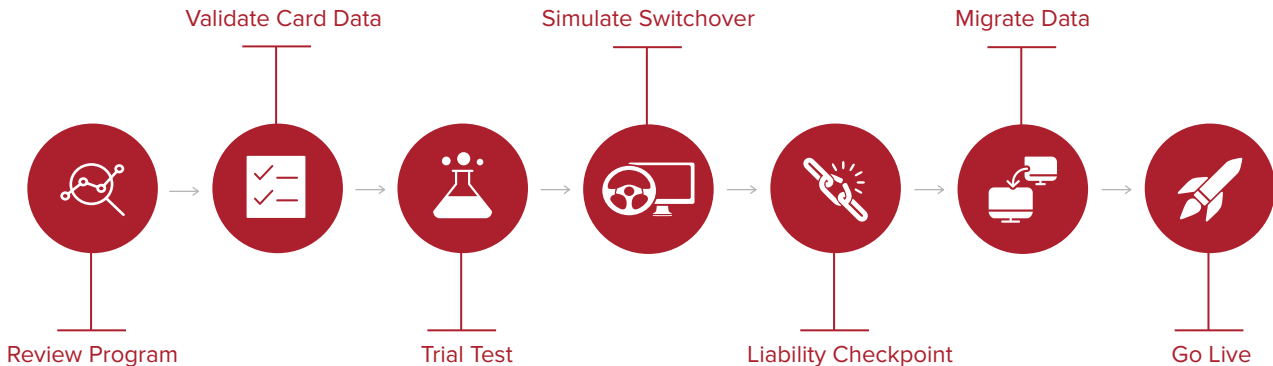
*"Paytronix has delivered. In fact, we saw an **18% increase in gift card sales** after coming onboard with Paytronix, compared to the previous year with our former processor."*

JEFF HOOD, FINANCIAL PROJECTS DIRECTION  
ZAXBY'S FRANCHISING LLC.



When Zaxby's Franchising LLC learned that its gift card software provider would no longer process gift cards, the 700-unit chain set out to find a new vendor. It needed a reliable partner with experience in moving large volumes of accounts and funds to a new system. Its new partner also needed to be integrated with Blackhawk and InComm so that Zaxby's could continue its gift card sales through third-party retail channels. Zaxby's also wanted to reduce the time the team spent on reconciliation and money movement processes.

## Proven Migration Process



Paytronix migrated millions of accounts and a multiple of that in funds from Zaxby's previous provider to the Paytronix platform using its proven migration process. Zaxby's experienced uninterrupted gift card purchases and redemptions during the migration process. Plus, money continuously moved between franchisees.

By automating some accounting activities and discount tracking, Paytronix eliminated the complexities of gift activity across franchisees and third-party gift card sales channels. Today, the Zaxby's team has more time to spend on strategic growth projects.



Paytronix has helped more than 330 distinct brands manage customer relationships and build loyalty. For more information visit [www.paytronix.com](http://www.paytronix.com) or call 617-649-3300, ext. 5.