

Dungarvan & West Waterford Gift Card

A Case Study



MICONEX

TOWN & CITY GIFT CARDS

Executive Summary

In November 2025, Dungarvan & West Waterford Chamber transitioned to a high-tech physical and digital Gift Card with Miconex, achieving an increase in Gift Card sales in 2025.

Jenny Beresford, CEO at Dungarvan & West Waterford Chamber, told us more about the experience.



 2025 sales:
€1,161,333.00

 65% corporate sales

 Over 110 local businesses benefitting



Modernising their popular paper vouchers to a high-tech Gift Card

“We had a paper program running for years, initially a cheque system, and then physical paper vouchers. The initiative was successful because we have a really supportive community, including consumers, employers, schools and community groups. With our paper system, marketing focused on the ‘keeping it local’ message and the need to support the participating businesses, who in turn employed over 1000 people locally. We’d got to the stage with our paper vouchers that it had become unsustainable to take the initiative any further in terms of growth. It was taking many hours of reconciliation to administer and govern the system, including one person working full time on it, and additional accounting time. We knew that we needed to modernise and looked into lots of systems, including the Town & City Gift Cards initiative.

“For us, it was important that our new provider had experience of transitioning from paper programs because starting a new Gift Card program from scratch is very different to transitioning from an existing system. We spoke with various Chambers who’d made the move from paper to a Miconex program, and they reassured me that Miconex has an engaged team that you can actually get in touch with, rather than an anonymous call centre. I was also reassured by Mark, Colin and Davin, who’d been through the process of transitioning a paper program a number of times. They knew the frequently asked questions, and where the most support would be needed. I was reassured by Miconex’s experience in the Irish market.”

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Communicating with merchants about the new Gift Card

“My policy was ‘communicate, communicate, and communicate’. We let merchants know that we had a plan to upgrade the paper vouchers, and invited them to in-person meetings, attended by Miconex, where merchants could ask questions, plus virtual meetings for those that couldn’t attend in person. Miconex also came back to Dungarvan and spoke to businesses that had additional questions in person.

“When it came to the actual onboarding, the Chamber team went into the majority of businesses and undertook the test transaction to enable them to accept the new Gift Card. This created another forum for discussion with the businesses, and demonstrated our leadership of the project. Onboarding in person took a lot of time for our team, but it was incredibly valuable as it was an opportunity to discuss the changes and reassure businesses of how easy the process was. We launched with 130-140 businesses.”

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Consistent marketing to drive sales every day

“Again, it is all about communication. We told people early that we were changing to the new Dungarvan & West Waterford Gift Card, including PR with local press and had a date when we stopped selling the vouchers and started selling the Gift Card. We had a launch event for the card, which is one of the best forums to communicate something new, followed up with our launch PR activity. Our PR activity was supported by Miconex. Our communications with previous purchasers of the paper vouchers included email, text, social, PR and radio, including campaigns focused on the change from paper to a Gift Card. Each year with the paper vouchers, we’d visit businesses to take photos for social media, and we did this with the new card too, encouraging businesses to post about the card. It was about being as collaborative as possible with our marketing.

“We tend to do one post at the weekend about the Gift Card, as that is often the time that people are planning for the week ahead and have time to retain the information. Coming up to Mother’s Day, Father’s Day, the end of term, the wedding season and so on, we encourage people to purchase the card for these occasions. We consistently market the Dungarvan & West Waterford Gift Card throughout the year. People understand that it’s not just a gift that supports local, it gives huge choice too. And we get sales every day - it’s not just a Gift Card for Christmas or for corporate sales.”

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Recipients love the ease of use of the card

“People can’t get over how easy the Dungarvan & West Waterford Gift Card is to use. The paper vouchers had to be spent with a single merchant. They love the fact there is no faffing with the new card, and that they can use the balance on their card with multiple merchants for the amount they actually want to spend; they see it as really innovative and like the fact they can spread the benefit out across more businesses. Recipients also love the fact that they can easily check the balance on the card using the QR code on the back or in the Love Local app for digital.

“The majority of our sales for the Dungarvan & West Waterford Gift Card at the moment are physical because I think in the first few years, people need to see the physical card, and see that it’s a Gift Card that’s purely for our area. I think over time, our digital sales will grow. We’ve already been able to tap into the younger generation with the digital version of the card.”

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Attracting corporate sales with consistent messaging

“We start communicating with any business with staff from September onwards around the Small Benefit Exemption, how easy it is to purchase the Dungarvan & West Waterford Gift Card and how valuable they are to the local community. It’s an easy communication for a business to support another business because they understand how important that is to power the circular economy. We also try to convey the ‘shop local’ message to the employees themselves so they understand that the Dungarvan & West Waterford Gift Card supports the businesses that invest in the local sports club, and where their son or daughter works part time. We’re consistent with this messaging, and as a result of this strong understanding of the benefits of the card, it’s the Dungarvan & West Waterford Gift Card employees request from their employer over the national cards.”

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A risk that resulted in increased Gift Card sales

“We are glad we made the transition to Miconex. It was a big risk for us, and we thought we might dip in sales but in fact our sales went up, selling more cards in 2025 than we’d sold of the paper vouchers in 2024. I’d suggest launching before November to maximise the key selling months of November and December, and to give time for merchants to get used to the new system. In the first two weeks after launching, there were simple issues I hadn’t considered, such as the younger generation working in stores not knowing how to swipe a physical card. We ended up doing a video of how to swipe the card, and later laminated the till point cheat sheets that Miconex provides to give a quick reference to anyone that is working at the till. Even if the employee is new or has been off work, they can look at the cheat sheet and know to put the Gift Card through as a Mastercard and swipe it rather than tap.

“For us, having the Ireland based customer service team is absolutely crucial. Miconex is brilliant with the one to one support, which gives us a support system that we didn’t have before with our paper program. Our Gift Card is a great initiative for a local area to retain money locally, and we’re happy with the growth of our program.”

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Take the first step on your Town & City Gift Cards journey today:

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