

# Vouchers

Vouchers are used in many different ways, one of which is for accounting purposes or as an exchange for goods or services. Government agencies and business organizations use vouchers for people to redeem various programs or items depending on the terms and conditions written in this document.



## Voucher Definition & Meaning

A voucher is a document that indicates a credit against future purchases or expenditures. It may serve as supporting evidence or proof of a business transaction.

This means vouchers can be used in the exchange for something to be bought or availed in the future. Certain terms are usually written down in this document before this is used.

## **What Is a Voucher?**

Vouchers entitle holders to a discount, usually for a one-time process. When a brand decides to set a discount, for a period of time, a voucher can be used to obtain this money off. Vouchers can be awarded to loyal customers as rewards, compensation, and more. While mainly providing one-time discounts, vouchers tend to work on a depletion basis, encouraging repeat purchases if money is available.

# 10 Types of Vouchers

## Birthday Voucher

A [birthday voucher](#) is rewarded to a subscriber or a member of a certain group or website whenever these individuals are about to celebrate their birthdays. It's a means to encourage loyalty and a way of thanking customers for their support. It's also a way of letting the customers know that the company cares about its loyal customers.



## Spa Voucher

Going to the spa is a great way to relax and unwind after a week of working. A [spa voucher](#) offers first-time or returning customers discounts and other additional services. It is best issued during spa grand opening or events to attract customers.



# Gift Voucher

Companies sometimes reward their loyal or top employees with a token such as [gift vouchers](#) which they could redeem in certain stores. Or perhaps during a raffle, gift vouchers are rewarded to its winners. Usually, this document indicates certain products or services that are redeemable or may have discounts.



# Business Voucher

For [business vouchers](#), these documents are used within the company by the accounting department on a receipt of an invoice. It is viewed as a memorandum of the liabilities of the company. It can also be used to authorize a payment.



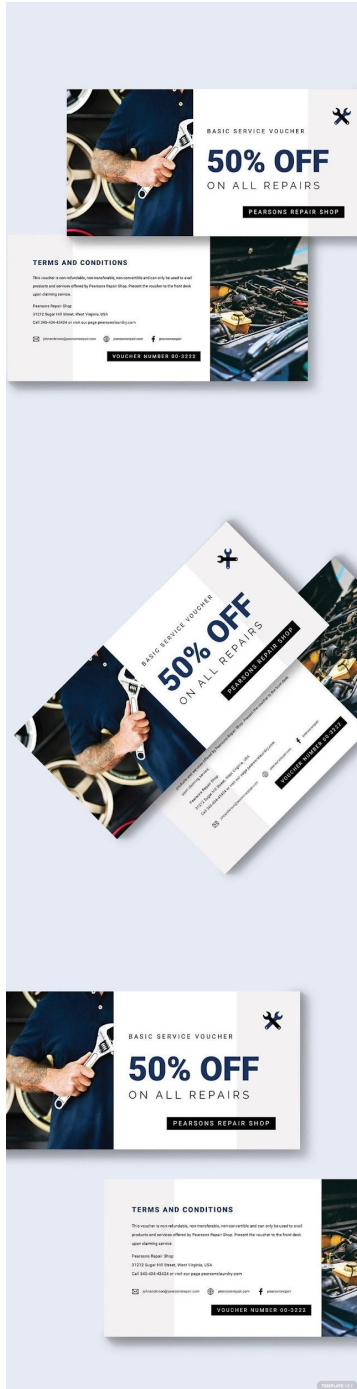
## Food Voucher

Restaurants offer **food vouchers** to avail of a free meal, lunch, drinks, or wines. Delivery companies also offered them as a way to promote their goods and services. You may find digital vouchers on their websites or delivery booking applications.



# Service Voucher

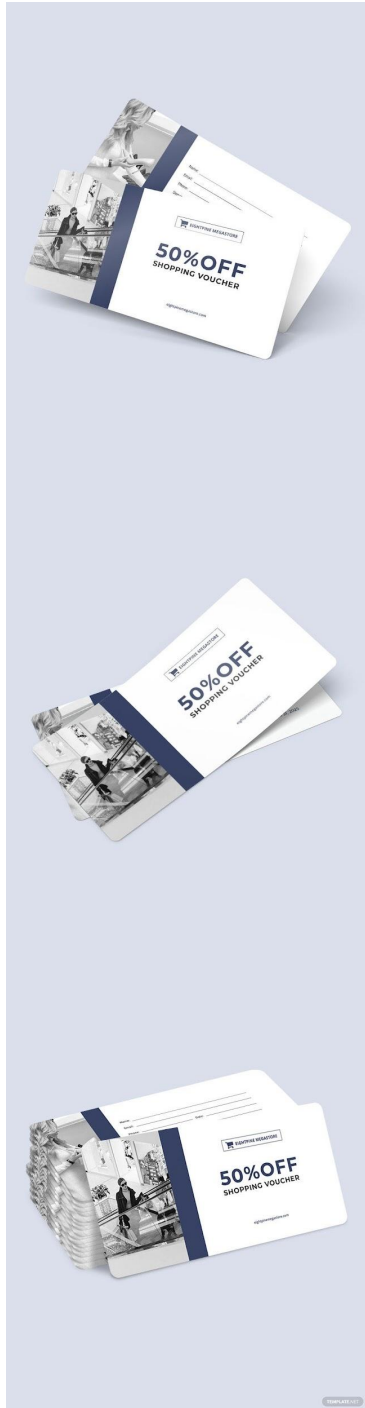
Even service-oriented companies offer different kinds of vouchers to their client. Vouchers are means to market and promote their services. Most **service vouchers** target those who do not have the financial resources to pay full price for such services and their availability may be based on income.





## Shopping Voucher

A [shopping voucher](#) is a customer favorite and is often used by a lot of retail companies to reward loyal customers or attract new ones. Shopping vouchers are availed during promotions or when a customer signs up for membership. Typically, shopping vouchers are digital vouchers that are applied during checkout.



# Beauty Voucher

Beauty salons, massage parlors, and skin care companies use **beauty vouchers** to attract customers to try out their services. Discounts on certain services and products are covered in these vouchers with a limited-time offer. These can be a perfect wedding gift or anniversary gift to skin care or beauty enthusiasts.



# Discount Voucher

Another popularly used voucher is the [discount voucher](#) where business organizations offer certain discounts and promotions to their customers. In most cases, certain terms and conditions apply once a client decides to redeem their voucher. Nowadays, these vouchers are in digital forms.



# Travel Voucher

Travel and tour agencies and other organizations in the tourism industry use [travel vouchers](#) to incline more travelers to go on a vacation or visit certain travel destinations. A travel voucher can contain a discount, perhaps free usage of certain hotel amenities, or complimentary tours. These vouchers are best released during holidays or vacations.



## **Voucher Uses, Purpose, and Importance**

As a way to market and promote their goods and services, a lot of business organizations use vouchers as a means to attract customers or even get them acquainted with their respective brands.

### **Brand Loyalty**

Offering vouchers to customers can increase brand loyalty among customers as a way of rewarding them for purchasing their products and services. Not only that, satisfied customers often refer their favorite brands to others which can be beneficial to the business.

### **Introduction To New Items and Services**

Vouchers can also be used to introduce a new product or service to customers. An appealing voucher may attract customers who are initially quite hesitant so this can bring more sales to the company.

### **Marketing**

Attracting new customers has always been a number one priority of most businesses. Companies are always looking for new ways to market their products. So, one means to persuade a customer to buy an item is by offering vouchers and coupons.

### **Convenience**

Nowadays, companies can offer vouchers online and are sent through emails. And for customers, vouchers can be used anytime whether they are shopping online or visiting a physical store.

### **Increase Sales**

Just because vouchers offer discounts does not necessarily mean the company is at a loss. Vouchers are there to attract customers, and companies need more customers to increase their sales.

# **What's In a Voucher? Parts?**

## **Company Name and Logo**

To help customers identify where the voucher is coming from, this should contain the company name and logo.

## **Design and Images**

Most vouchers should have minimal designs, photography art, icons, clip arts, vectors, cartoons, or images that are relevant to their purpose.

## **Offers**

Since vouchers are made to offer something to their recipients, details of this offer should be properly explained or indicated in this document. They may come as a discount or to avail of certain amenities.

## **Recipient's Name and Details**

In some cases, vouchers include the recipient's name, address, and other contact information for exclusivity. This can appear in front or at the back portion of the voucher.

## **Terms and Conditions**

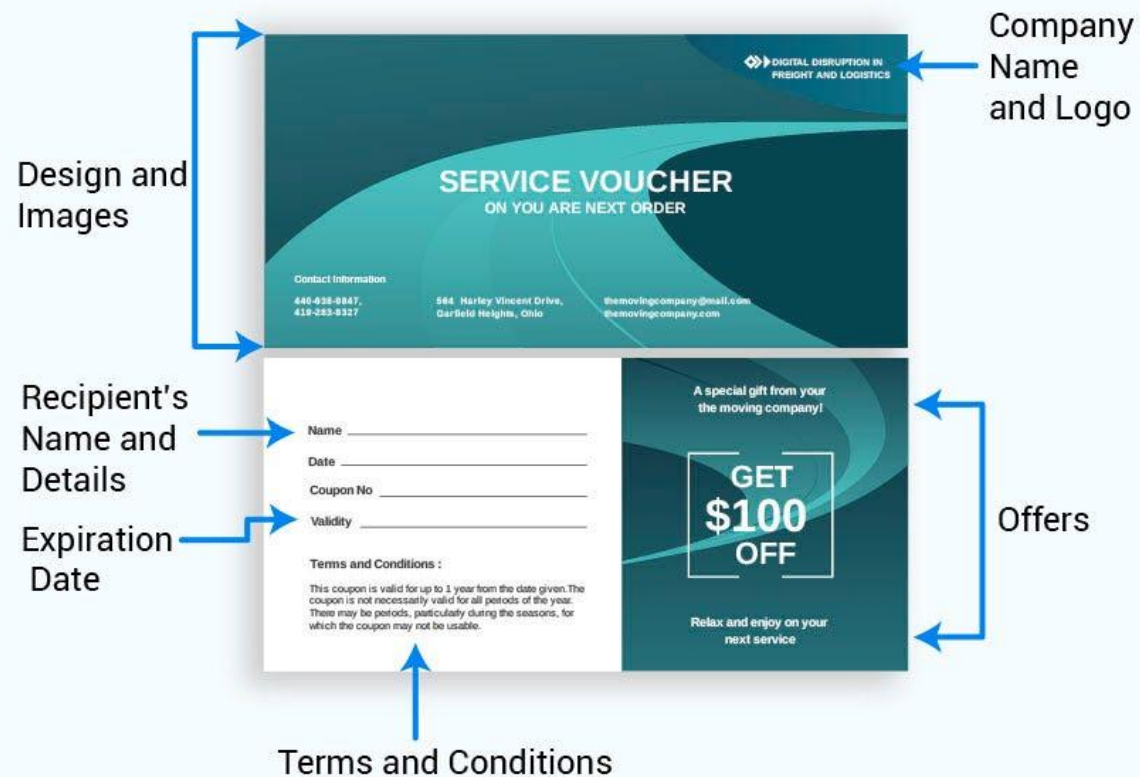
Vouchers contain terms and conditions as a means to provide the recipient with instructions on how to use the voucher properly.

## **Expiration Date**

A voucher may have or may not have an expiration date, depending on company policy, this should be clearly stated in the document.

# Voucher Anatomy

TEMPLATE.NET



## How To Design a Voucher?

Follow the following steps below to help you design and create a DIY voucher.

1. Select a [voucher size](#).
2. Decide on the purpose of the pamphlet.
3. Choose a [voucher template](#).
4. Choose a design and include images.
5. Write down the essential content of the voucher.
6. Finalize and print.







You may also check out the article below to learn how to create a voucher in different formats or layouts from blank or scratch:

- [How to make a voucher in Microsoft Word](#)

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 **TEMPLATE.NET**

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## Vouchers Vs Coupons

Vouchers are used to redeem a certain item or service, or they could be used to offer discounts.

Coupons, on the other hand, are mainly used to offer discounts or price reductions on certain products and services.

## What is the Difference Between a Voucher, Invoice, and a Gift Card?

Vouchers reward recipients with an item or a discount. For accounting, this document contains details of the total quantities, the total amount of the goods purchased, and the ledger to which it has been recorded.

An invoice on the other hand is a document where a list of goods or services is written down and is issued whenever sales are made.

Gift cards are loaded with a particular amount to be used to purchase an item or service. Usually, they are redeemable within a 12-month period.

## Voucher Sizes

Deciding on the right voucher size can be a difficult task, so we've summed up the standard voucher sizes that you may be able to use when creating a voucher.



Paper Print Standard Sizes:	Size (mm)	Size (in)
1/3 A4	210 x 99	8.3 x 3.4
A6	148 x 105	5.8 x 4.1
Business Cards Size	85 x 55	3.3 x 2.1

## Voucher Ideas and Examples

Vouchers come in various designs, to help you choose check out the following [voucher ideas and examples](#) to help you create a design that best suits your needs.

- Voucher Ideas and Examples
- Clothing Voucher Ideas and Examples
- Unique Voucher Ideas for Examples
- Gift Voucher Ideas and Examples
- Student Voucher Ideas and Examples
- Beautiful Wedding Voucher Ideas and Examples
- Birthday Voucher Ideas and Examples
- Voucher Ideas and Examples for Sale
- Couple Voucher Ideas and Examples
- Restaurant Gift Voucher Ideas and Examples

## FAQs

### Where Can I Find a Voucher?

Vouchers are either given as a reward or gift by an establishment or you are able to avail of such through a shopping application.

### What Bookings Are Eligible for Vouchers?

Hotel accommodation, transportation services, ticket bookings, and other service-oriented industries provide vouchers to their clients.

### What Does the Voucher Cover?

A voucher could be used to cover or reimburse expenses for schools or is used in housing programs.

## **Until When Are the Vouchers Valid?**

A voucher's validity would actually depend on the prevailing laws of a particular state, as some vouchers do not get expired or are valid for 3 to 5 years.

## **What If I Lost My Voucher Code?**

If a voucher code is lost, contact customer service to ask for instructions on what to do so you are able to retrieve the code.

## **Do Customers Need the App to Use a Voucher?**

In some cases, you do not need to use a mobile app, since some companies allow customers to redeem their vouchers by visiting the store or by simply browsing online through their official website.

## **What Does a Restricted Voucher Mean?**

Certain vouchers have their own terms and conditions which define their restrictions and how they should be used.

## **What Are Payment Vouchers?**

A payment voucher is a form that records payments made to suppliers.

## **Is a Voucher and Invoice the same?**

Both documents serve as references for a transaction between two business entities, the difference lies in the fact that the voucher is used internally on the basis of which the company maintains accounting records; while both parties have a copy of an invoice that indicates the transaction details of the sale of goods or services.

## **What is the Point of Gift Vouchers?**

Instead of using cash, gift vouchers are used to purchase an item, and to top that discounts are also offered as well.