

Customer Loyalty

(Optional Module)



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Frequent Diner and Awards Capabilities Help Increase Sales and Promote Repeat Business

Customers are dining out less frequently and looking for value like never before. In today's environment your business needs to do everything it can to attract repeat business. Customer loyalty programs are a great way for restaurants to increase revenues while providing a high level of service to demanding customers. By combining the power and flexibility of the Customer Loyalty module with Restaurant Manager's™ Promotion and Coupon functionality you can target specific customer segments with virtually any kind of program imaginable.

Providing Solutions to Real Business Problems

Restaurant Manager focuses on critical business issues facing today's restaurant owner. With Restaurant Manager you get the fully-integrated functionality to solve the business issues, as well as the expertise to meet your unique business needs and goals.

Business Need/Goal	How Customer Loyalty Helps
Fill empty tables	Enhance the bond a customer has with your restaurant.
Increase revenue	Build repeat business from incenting your existing customer base to return again and again.
Spend limited time on administering a loyalty program	Set-up a program with minimal effort, virtually unlimited flexibility and automated rewards issuance and tracking.
Personalize your offers and service to exceed customer expectations	Gain valuable insight into purchasing habits of specific segments and target promotions to them.

The Functionality You Need

The Customer Loyalty module provides you with a single solution to easily establish, manage, track and improve your tailored program.

Improve Repeat Business: Completely customize and tailor a program for your frequent customers. Doing so gives customers an incentive to return and improves their level of satisfaction.

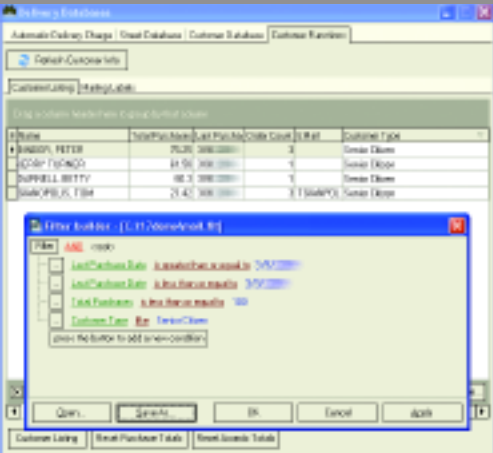
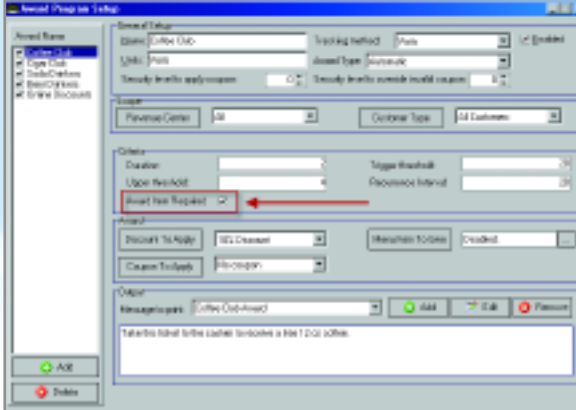
Perform Targeted Marketing: Every Restaurant Manager base package includes a customer database that stores the basic information you need to get to know your patrons. Use Customer Loyalty to place customers into specific groups – such as senior citizens or military – and target specific offers to them using powerful built-in Promotion and Coupon capabilities.

Easily Establish a Flexible Program: You have tremendous flexibility in setting up a program to meet your needs.

- Set awards based on number of visits, dollar value purchased or number of items purchased – for example buy 10 get one free, spend \$100 and receive a free entrée or visit five times and receive \$5 off your next purchase.
- Issue awards multiple ways including automatic application of discounts, applying the award amount to the check or adding a reward message to the bottom of the check.
- Administer and place customers in multiple programs while allowing them to use multiple phone numbers and addresses, or even let multiple customers use the same phone number – perfect for offices that tend to order frequently.

Customized Programs

Easy, flexible configuration to meet your needs.



Target Your Message

Build targeted lists to deliver tailored promotions to Loyalty Club members.

Personalize Customer Service: Access customer information and rewards status from any POS station and enable staff to tailor service to a customer's preferences.

Eliminate Staff Errors and Fraud: Set-up your program to enforce required items and only apply rewards when those conditions are met. In addition, the program takes very little training to operate.

Target and Continually Improve Your Programs: Fully integrated into Restaurant Manager's Backoffice are the capabilities to track and report on:

- How many times a customer has visited and how often
- The dollar amount they have purchased
- The menu items they have purchased and corresponding revenue center impacts
- The amount of "giveaways" that are associated with any program

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Restaurant Manager Tips

1. Make the Customer Loyalty module even more powerful by utilizing Restaurant Manager's built-in Promotion and Coupon functionality to design specific offers for your loyalty club members.
2. With Restaurant Manager's built-in menu engineering capabilities you can identify high-margin menu items to tailor loyalty programs and offers that provide rewards to the customer – and more profits to you!