



Customer Loyalty

[Optional Module]

Easily Build and Manage Loyalty Programs

Most frequent diner programs on the market today promise great results, but it is often difficult to configure the various promotions and cumbersome to process them at the POS stations. The Restaurant Manager™ Customer Loyalty module, on the other hand, is a snap to configure and takes little training to operate. You will be able to dream up and configure all sorts of special promotions, and your servers will have no trouble awarding points or offering discounts to eligible customers. At the same time, Restaurant Manager provides tight security to prevent abuse or fraud by staff or customers.



Every Restaurant Manager base package includes a customer database that stores the basic information you need to get to know your patrons – information that managers and servers can access instantly from the POS station to help them tailor service to a customer's preferences. When you supplement this database with the Customer Loyalty module, you can encourage and reward customers as their spending grows.

Offer a free margarita on every tenth visit, give a 10% discount to customers who pay to join your membership program, even send out a special birthday offer – there really are no limits to the special promotions you can implement. You can track customers by dollar amount spent, menu items purchased, points earned or number of visits. Reward loyal customers with discounts, coupons, free menu items or specialty gifts like T-shirts or mugs, etc. Patrons can even be enrolled in multiple programs at once if you wish.

Keep customers engaged in your programs by printing current points and discounts on each check, and filter your customer list on any criteria to generate mailing labels for specific promotions.



*Attract new customers
and keep them coming
back with a loyalty
program that's easy to
set up and maintain.*





Gift Cards & Accounts

[Optional Module]

Sales of gift cards and gift certificates can have a significant impact on revenues, especially considering that redemption rates run as low as 60%. Gift Cards also boost name recognition and repeat visits. Restaurant Manager offers two alternative approaches to managing sales of gift cards and certificates.

The Accounts Module

The Accounts Module makes it easy for independent restaurants to manage sales and redemption of gift cards and certificates. With the Accounts Module generating and selling a gift card is as easy as selling a drink. The system automatically takes care of everything from tracking account numbers to processing the cards and certificates when they're redeemed.

The Accounts Module also works well for clubs, universities, hospitals and other institutions where customers or staff are allowed to charge food and drink to individual accounts. Accounts may be controlled with credit limits and expiration dates, etc. Invoices and reports can be issued at the touch of a button and the system can be configured to automatically issue periodic invoices or deduct account charges from payroll.

Online Gift Cards

Multi-store chains that wish to track sales and redemptions of gift cards in real time, rely on Restaurant Manager's Online Gift Card Service, one of many integrated Web Services that work with the Restaurant Manager POS System. Seamless integration between POS System and Web Services ensures that selling gift cards is a snap. It also guarantees accurate and instantaneous processing so that gift cards may be redeemed in any location immediately following purchase, regardless of which store issued the card.

Key gift card features in the Gift Cards and Accounts module include:

- User-defined certificates and gift cards
- Multiple gift certificate types and templates
- User-defined expiration dates, exceptions & limitations
- Simple two-touch or "swipe" sales process
- Instant recall of details on any individual account
- Automatic real-time tracking & reporting
- Works with ASI's Customer Loyalty program for special discounts & promotions



Independent restaurants that wish to sell gift certificates online also rely on Restaurant Manager's Online Gift Card Service. Restaurants that sell online gift certificates not only generate more revenue they also see more return visits to their website and to their restaurant, itself.



Gift cards can be a high-margin profit center that also helps you win new customers.