

Customer Loyalty (Optional Module)



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Attract New Customers and Promote Repeat Business

Designed specifically for independent restaurants and regional chains, the Customer Loyalty Module in the Restaurant Manager POS System helps restaurants put down roots in their community and reward loyal, local patrons. It facilitates the implementation and tracking of creative rewards programs that build genuine loyalty and differentiate regional businesses from national chains. It also interfaces seamlessly to Mercury Loyalty for social and mobile marketing tools. Reach customers through text message, social media, or email with a variety of customized coupons and special offers.

Restaurants that offer Customer Loyalty programs and promote them via Facebook and other social media attract increased traffic and realize higher check averages, as well. The added revenue that comes from attracting, say, five additional customers per day or increasing the average spend by as little as 2% means most restaurants can earn a terrific return on their investment in Restaurant Manager's Customer Loyalty Module.

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.

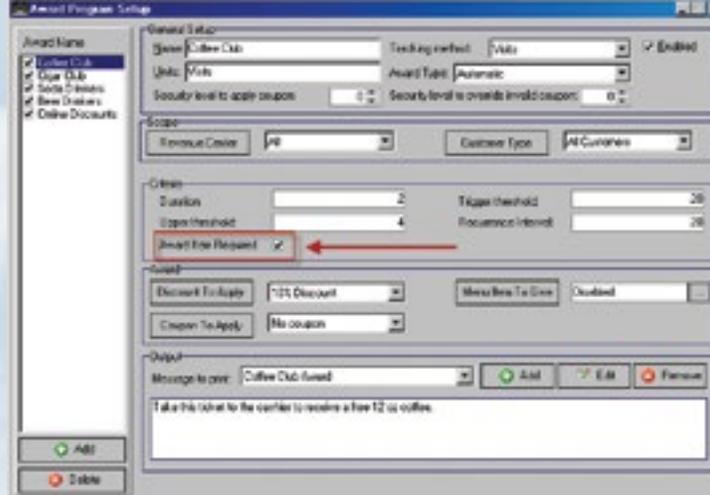
- Set awards based on number of visits, dollar value purchased or number of items purchased – for example buy 10 get one free, spend \$100 and receive a free entrée or visit five times and receive \$5 off your next purchase.
- Issue awards multiple ways including automatic application of discounts, applying 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.

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

[more >>](#)

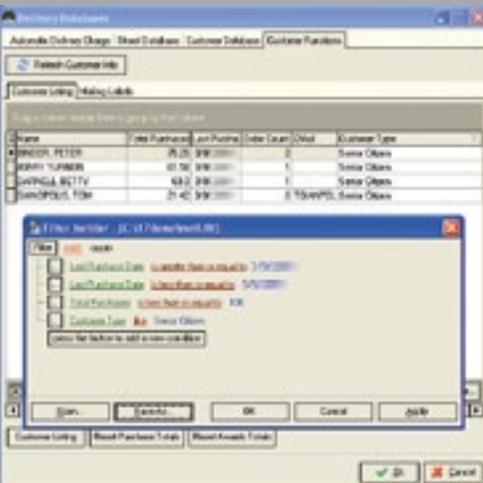
Customized Programs

Easy, flexible configuration to meet your needs.



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Target Your Message

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

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

Measure ROI: Mercury Loyalty offers closed loop coupon redemption and sophisticated reporting tools to help you make better decisions. Easily see which promotions get the best response, and which are the most profitable for your business.

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!