restaurant manager
An ASI Technology

write-on HANDHELD

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 Station. 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. And 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 is no limit 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 you can filter your customer list on any criteria to generate mailing labels for specific promotions.

Reports, of course, are a critical tool in evaluating the effectiveness of your customer loyalty program. And Restaurant Manager offers you all the report formats you need to track and fine-tune your success. It's also easy to keep customers informed of their status.


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**********************************
1734 Spring Road
Silverton MD 20903
Tel. (301) 444-6101

06/01/20033:20 PM
Check  10 Table  20
Server ELLEN
**********************************

1 IRISH Coffee              4.95
               Sub-total:   4.95
               Liq Tax:     0.50
                         ----------
               Total Due:   5.45



Next
FREQUENT BUYER INFO         Bal
Award
----------
Coffee Club (Points)        5.0
1.0


**********************************
CONGRATULATIONS!
You have earned a free coffee.

Please present this receipt to get
your free coffee on your next visit.
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Attract new customers and keep them coming back with a loyalty program that's easy to set up and maintain.