GIFT CARDS & ACCOUNTS

[Optional module]

Make Gift Cards and Customer Accounts Work For You

The Restaurant Manager™ Accounts module is a powerful solution that not only manages the sales and redemption of gift cards but also allows you to establish and maintain customer accounts.

GIFT CARDS

Sales of gift certificates and gift cards can have a significant impact on a restaurant's bottom line. (Redemption rates on gift certificates are sometimes as low as 60%!) And attractive gift cards often boost name recognition, too. Selling gift certificates is a terrific way to increase sales and do a little "self-promotion."

The Accounts module makes it easy to manage all aspects of running a successful gift certificate or gift card program. It makes selling a gift card as easy as selling a drink. And automatically takes care of everything from tracking account numbers to processing the gift cards or certificates when they're redeemed.

With Resturant Manager Gift Cards and Accounts it's easy to create different types of certificates, set expiration dates and define exceptions andlimitations. And, best of all, the ASI Accounts module reports all gift certificate "sales" and redemptions in a format that is easy for you to understand and yet still makes sense to your accountant (who is always telling you that a gift certificate doesn't represent a sale until it's redeemed!)

The Accounts module works seamlessly with the Customer Loyalty module so you can offer key customers special discounts and promotions, too.

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**

Gift Card Management for Multiple Locations

The Accounts module offers an ideal store-based gift card processing solution. For multi-store businesses, ASI offers an interface to Givex. The Givex application is a real-time gift card and loyalty management solution that works via the Internet to unite transaction processing and franchise reconciliation. Givex provides real-time tracking and reporting along with IVR (interactive voice response) for backup support.

For chain restaurants, ASI and Givex together offer a streamlined and integrated solution for improving customer loyalty and gift card fulfillment efficiency.

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