

The Power of Stored Value

Stored value cards make great gifts for any occasion. These cards are easy and convenient for your customers to redeem and offer a valuable marketing opportunity for your restaurant. Remaining card balances bring customers back and increase average ticket size. Small amounts that are not used become pure profit to your restaurant. At the same time, you can track each stored value card, giving you direct access to information you want, such as how the cards were used, the average value spent, when and where the cards were used and much more.



Keys to Making Loyalty Programs Successful

Make the reward program easy to understand

Plans that are overly-restrictive or hard to understand are less likely to succeed or give the customer enough of an incentive to patronize the establishment.

Train your employees on the programs available

Loyalty programs do not promote themselves, at least initially, so it is important to invest in the proper collateral (POP material, advertising, etc.). Additionally, successful loyalty plans are promoted at all levels of the organization – a restaurant's staff must be properly trained on the details of the program and should convey those details to the guests with enthusiasm and excitement.



ALOHA MARKETING

Driving in-store traffic is a top priority for restaurant operators of all sizes. Having the right technology to manage your marketing programs will help you to ultimately grow revenue by attracting new customers and stimulating repeat business. Aloha Stored Value and Aloha Loyalty applications help restaurant marketing and operations teams promote their brands to their guests, driving profitable repeat business and convenient access to their brand whether targeting customers in the restaurant or driving traffic in the door.

DRIVE REVENUE AND PROFIT GROWTH

- Build consistent and predictable revenue streams with stored value card sales and compelling loyalty programs
- Leverage detailed customer intelligence and performance data to implement targeted marketing programs and promotions

BUILD CUSTOMER LOYALTY

- Stimulate repeat business by providing valuable rewards for repeat purchases
- Manage stored value and loyalty programs across your entire brand

GAIN CUSTOMER INTELLIGENCE

- Improve knowledge of customer base by gathering detailed profile information



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Hosted application that helps drive profit growth and increase store traffic

Aloha Stored Value

Aloha Stored Value is an industry-leading application that performs stored value card distribution and management without compromising tight integration to the Aloha POS. Easily implemented, our stored value programs can be managed efficiently across various locations.

- Get very fast authorization, redemption and card sales with seamless integration to the Aloha POS
- Improve your customers' experience by easily allowing card holders to quickly add value to existing cards and support a variety of refund types
- Reduce administration costs with a seamless, efficient gift card settlement process that transfers funds between bank accounts using ACH
- Choose from an unlimited amount of card types for special promotions
- Improve guest experience through printing card balances directly on customer receipts
- Gain visibility and control into your marketing programs using scheduled reports, delivered to you via email in a wide variety of formats
- Expand your business outside your four walls with selling gift cards online on your Web site
- Authorize gift cards on the POS terminals even if the back-of-house is down through high levels of redundancy
- No additional hardware required



Hosted application that delivers highly flexible and customizable reward and bonus programs

Aloha Loyalty

Repeat business is critical to the success of any restaurant. Successful operators are turning to electronic frequency and restaurant loyalty programs to deliver targeted rewards and incentives that stimulate repeat business and increase store traffic.

Aloha Loyalty delivers flexible, customizable reward and bonus programs. It allows your organization to quickly design, roll out and manage effective restaurant loyalty programs.

- Simplify your customers' experience and minimize your administration and costs with a single card for both stored value and loyalty applications
- Reward customers in real time at the moment a promotion is earned through tight integration with the Aloha POS
- Enhance the guest experience and reduce administrative overhead by allowing customers to update their member profile information and see their current standings right from your restaurant's Web site
- Encourage return visits with the use of printing bounce back vouchers
- Design targeted marketing events for loyalty members including double credit during certain hours of the day or specific days of the week
- Provide a variety of reward redemption opportunities including adding value on the customers' stored value cards
- Offer unlimited bonus plans that can be based on the following:
 - Dollars spent
 - Items purchased
 - Points earned
 - Frequency of visits
 - Wide variety of other desired consumer behaviors

