

NCR Aloha Loyalty

Seeking an application that helps you stimulate repeat business?

YES

Deliver targeted rewards and incentives to drive traffic

Repeat customers are more valuable and easier to attract than new ones. Many successful operators are turning to electronic frequency and loyalty programs to deliver targeted rewards and incentives that stimulate repeat business and increase store traffic.

The Aloha Loyalty solution enables your organization to quickly design, rollout and manage effective loyalty programs to engage your customers.

- **Stimulate repeat business**

Develop customizable, innovative programs for individual or across multiple sites with unlimited bonus plans and reward structures.

- **Increase customer satisfaction**

Offer flexible rewards including instant discounts, gift card credit and bounce-back vouchers.

- **Enable customers to manage their profiles**

Enhance the guest experience and reduce administration overhead by allowing customers to update their member profile information and see their current standings right from your website.

- **Improve customer service**

Real-time promotions can be applied on the POS automatically when the reward is earned. Rewards can also be given in the form of added value on the customer's stored value card.

- **Combine customer feedback and referrals with loyalty**

Add NCR Customer Voice to your loyalty program to easily gain customer feedback and enable customers to refer friends to your business through social media channels.



For more information, visit ncr.com
or call us at 1-877-794-7237.

Loyalty Program Examples:

- Currency Based Plan – Spend \$100, get a 10% discount on your next visit; alternately, spend \$100 and get \$10 loaded on your gift card as a reward.
- Items Based Plan – Buy 5 items, get the 6th free. Buy two qualifying menu items, get a free dessert, etc.
- Visits Based Plan – Get a free appetizer on your first, second, 10th, etc. visit.
- Points Based Plan – Accumulate points based on targeted items. Redeem these points for merchandise, discounts, etc.
- 'Be My Guest' Plan – Target eligible items and control the comps and promos associated with them. For example, allow up to a \$10 discount on any items on the menu, or allow the guest their choice of appetizers.
- Lottery Based Plan – Give your guests a 1 in x chance of earning a discount, free item, grand prize, etc. Also useful for generating surveys to random guests.
- Employee Meal Plan – Control and track what your employees are allowed to receive in terms of employee meals.

Key Features

- Real-time promotions can be applied on the POS automatically when the reward is earned
- Rewards can be given in the form of added value on the customer's stored value or gift card
- Bounce back vouchers can be printed to encourage return visits
- Plan schedules and triggered events such as late-night menu club, double credit during certain hours, etc.

Why NCR?

NCR is the global leader in hospitality technology solutions, serving businesses in the restaurant, events-based venues and entertainment industries. We help our clients transform their operations and interactions with their guests and staff. From increasing speed of service to attracting, retaining and engaging customers, our solutions help our clients build better, more connected businesses.



NCR Aloha Loyalty

NCR continually improves products as new technologies and components become available. NCR, therefore, reserves the right to change specifications without prior notice.

All features, functions and operations described herein may not be marketed by NCR in all parts of the world. Consult your NCR representative or NCR office for the latest information.

All brand and product names appearing in this document are trademarks, registered trademarks or service marks of their respective holders.

© 2012 NCR Corporation Patents Pending

EB10531-0512

www.ncr.com