

# PRODUCT PROFILE



Repeat business is the lifeblood of the restaurant industry. Without loyal customers, a restaurant simply cannot be successful. That's why customer relationship management (CRM) tools are vital to maintaining a competitive edge in today's crowded restaurant marketplace – and that's why you need Aloha eFrequency.

Aloha eFrequency provides easy-to-use web-based wizards that allow your organization to quickly design, roll out, and manage exciting CRM programs that will not only attract new repeat customers, but can also turn your existing customer base into "ideal customers" who have the purchasing habits that can yield your operation real profits!

Creative CRM features like the eFrequency "lottery plan" allow you to bring a surprise element to your frequency program that engages your members. Our powerful "visits-based plan" option rewards members for the number of times they visit your stores – a proven method to keep customers coming back.

However, frequency of visits isn't the only element of a successful CRM program – it must also allow you to mold your customers into ideal consumers who not only frequently visit your stores, but visit on a schedule that will maximize your hours of operation and order items that will yield your company new profits. Exciting features like eFrequency "tour plans" and "plan qualifiers" help you to engage your members and mold their purchasing habits – enticing them to order high-yield items that they may not otherwise consider and to visit your stores during historically slow day parts, such as late night or early dinner.

eFrequency's unique "bonus events" allow you to pick the time, days, and even the stores in which you might want to perk up your rewards and issue double points. eFrequency's flexible bonus plan scheduling empowers your membership programs to operate at pre-defined schedules (such as during Monday night football) – allowing you to focus

## Add eFrequency Bonus Plan

Bonus Plan Settings    Reward Settings    Reset Options    Bonus Events

Area: Points

Please choose a bonus event and select an action button. You can add a new bonus event by clicking the ADD button.

Event Name	Bonus Plan	Active	Created By	
Double Points Monday	Points Plan		Kim Fitzgerald	+ Add
HH Triple Points	Points Plan		Sue Dodson	Edit
July 4th	Points Plan		John Prince	X Delete
				MC Copy

Show Inactive Bonus Events

## Aloha eFrequency

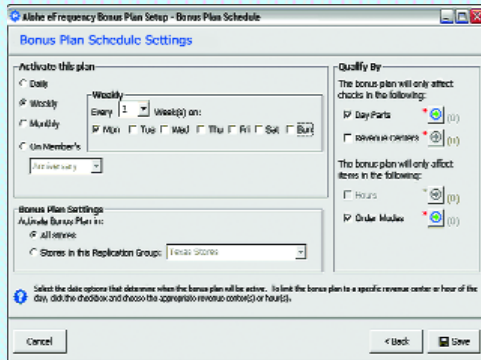
your marketing strategy towards new and exciting segments that have previously remained untapped.

eFrequency's tight integration with the Aloha POS gives you the capability to immediately reward your members with real-time promotions and/or comps – allowing you to directly reduce your net sales by any discount you extend to your members. Our powerful integration with Aloha eCard lets you immediately turn your gift-card holders into eFrequency members with a simple flip of a switch at corporate headquarters. These instant rewards have proven to be extremely exciting to members and are sure to bring an immediate impact to your bottom line.

In addition, eFrequency operates in real-time with no massive in-store training program needed for rollout. Your staff will pick up the new features with ease. In order to attach a member to a check, the POS user simply touches the "Assign Member" button and swipes the member card – Aloha POS and eFrequency handle the rest in real-time. Also, our total integration with the POS ensures that the strict auditing controls that operators want are in place and maintained at the store level, with easy set-up and monitoring at the corporate level.



Behind the cutting-edge technology stands Aloha Technologies: a customer-focused company with the experience, strength and resources to provide your organization the competitive advantage it needs to be successful now and into the future. That makes Aloha eFrequency more than just a solid foundation for you to manage your business – *that makes it a smart business decision.*



eFrequency offers flexible bonus plan scheduling.

## Bonus Plans

Aloha eFrequency offers a variety of plan types:

- Dollar-based (determined by how much the member spends)
- Items-based (determined by which items the member buys)
- Points-based (determined by how many "points" the member earns)
- Frequency-based (determined by how often the member visits)
- Lottery-based (rewards randomly given to visiting members)

## Rewards

Aloha eFrequency provides flexible member reward options:

- Real-time promotions
- Real-time comps
- Bounce-back coupons printed with the member's check at the POS
- eCard gift card credit

## Schedules

Aloha eFrequency allows you to establish plan schedules and trigger bonus events:

- Bonus plan schedules such as Monday night football beer tours or late-night menu club
- Bonus events such as double credit during certain hours of the day or during specific days of the week; free coffee with the purchase of a bakery item after 3 p.m.

## Benefits

- Stimulates repeat business
- Establishes a relationship between the operator and customer
- Establishes customer loyalty
- Enhances perceived value of dining experience
- Molds customers into profit-yielding members
- Integrated with Aloha POS for ease of use and rapid deployment
- Integrated with Aloha eCard – immediately turns gift-card holders into members

## Features

- Unlimited number of bonus plans
- Unlimited number of rewards and program tiers
- Real-time discounts at the POS
- Instantly rollout new programs without manager or store-level intervention
- A single card operates as both a gift card and a frequency card
- Sign-up application, sign-up acknowledgement and bounce-back coupon vouchers print directly from the POS
- One-touch member assignments to checks at the POS
- Optional force swipe of eFrequency card – blocks out manual card number entry
- Audit controls such as masking card numbers and restricting rewards and member assignments
- POS Member Report prints in-store at the POS
- Flexible bonus plan scheduling
- Powerful bonus events
- Complete suite of enterprise-level reporting, member data exports, management alerts and member history and adjustment tools
- Easy-to-use web-wizards allows corporate to easily configure, implement and manage your programs

For more information about Aloha eFrequency or other Aloha products, partners, customers and services, visit our web site at [www.alohapos.com](http://www.alohapos.com) or call us at 800.79.ALOHA.