

## FREQUENT BUYER

### REWARD YOUR

Give your regulars a reason to think twice before going anywhere else to eat.

- ▲ Awards printed real-time on POS receipt or in batch.
- ▲ Customers may be added at POS.
- ▲ 36 unique *Bonus Plans* per restaurant.
- ▲ Rewards a customer real-time if their current purchase meets a bonus threshold.
- ▲ Award both percentage and flat dollar amount discounts at time of sale for qualifying members.
- ▲ Different bonuses issued per Bonus Plan allowing awards for frequent visits, total dollars spent or items purchased, etc.
- ▲ Locate member by card #, phone #, last name or company name.
- ▲ Confirms customer ID on POS display—add or edit customers at the POS, in real time.
- ▲ Corporate Edition allows individual stores customer information to be consolidated daily at the home office, and then to be transferred back to all locations, updating all customer data at all stores.

### THE PURPOSE OF FREQUENCY

- ❑ Reduce customer drop-off due to menu boredom. Encourage menu sampling.
- ❑ Introduces new menu items.
- ❑ Dozens of different bonus methods:
  - ⇒ Awards for frequent visits
  - ⇒ Awards for total dollars spent
  - ⇒ Awards for items purchased
  - ⇒ *Meal deals* in a single visit
  - ⇒ *Special Clubs* track items ordered over many visits
- ❑ Detail plans can be based on customer consumption patterns:
  - ⇒ World Beer Tours
  - ⇒ Sandwich Clubs
  - ⇒ Specialty Pizza Consumers
- ❑ Database for marketing—you have a detailed history of buyer trends, enabling you to make informed decisions.

*"A year ago we had 500,000 card holders; today we have 4 million"*  
Wallace Doolin, Pres. & Chief Ex., T.G.I. Friday's  
*Nations Restaurant News 3/24/97*

### CORPORATE EDITION FREQUENT BUYER

Now you can have multi-units running at each location, upload your daily activity information regarding new and current customers to your headquarters at night. Your customers may now receive bonus awards and coupons earned anywhere, at any location.



Capture your diner's history at Point-of-Sale.

Issue a bonus or coupon real-time.

Keep your customer's coming back for more!

# SAMPLE OPERATOR SCREEN MENUS

## CUSTOMER INFORMATION

Your on-line customer database is the core of the system. Customer file maintenance offers the operator the ability to input a variety of information to be used in tracking customer frequency. Directions and special delivery

**Customer Maintenance**

Sort By: CustomerID

Customer ID: 2

AreaCode/Number: 315 4924567 Ext:

Card Number:

Last Name: WALTERS

First Name: TIM

Company Name:

Street#/Name: 65 1/2 E BARNES AVE

Address 2:

City: SYRACUSE

State/Postal Code: NY 13207

Delivery Frequent Buyer Miscellaneous Receivables

Delivery Instructions: ENTRANCE IN BACK  
2ND FLOOR, DOOR ON LEFT

Delivery Zone/Ref: R2

## CUSTOMER AWARDS

Base customer awards on dollars spent, orders placed, specific items ordered, etc. Awards can be

**Bonus Plan Maintenance**

Expand All Collapse All

Plan A: The business person's plan  
Method: By Order Count  
Bonus Number 1  
Bonus Number 2  
Method: By Order Value  
Bonus Number 1  
Plan B: The family plan  
Method: By Item Count (Non-Grouped)  
Bonus Number 1  
Method: By Item Count (Grouped)  
Bonus Number 1

**Bonus Based On Item Count (Non-Grouped)**

**Bonus Definition**

For Every 10 Qualifying Item(s) Purchased:

Award Coupon ID 2 Dessert Deal

Discount Current Sale By Amount

Discount Current Sale By Percent

**Restrictions**

Accumulate Multiple Orders Towards Bonus

**Qualifying Items:**

POSItemID	POSItemDesc	FromItem\$	ToItem\$	Factor
18	Entrees	\$1.00	\$4.99	0.50
20	Sandwiches	\$5.00	\$15.00	1.00

## BATCH MAILERS

Select who receives your mailers—people who purchase specialty beers, birthdays, frequent visitors, etc. You design your mailing format using Windows Drag and Drop design tools.

**Edit Coupon Format**

Format: Standard 3" x 4" New Save Save As... Delete Close

Sheet Feed  Forms Across: 1 Left Margin: 0.000" Form Width: 5.625" Form Height: 3.000"

Object: Customer Telephone Position: 0.05" x 2.77" Font: Times New Roman Points: 10 Remove

Coupon Name

Coupon Exp Date

Coupon Text1  
Coupon Text2  
Coupon Text3  
Coupon Text4  
Coupon Text5  
Coupon Text6

Company Text1  
Company Text2  
Company Text3  
Company Text4

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