

PMQ'S IDEA FORUM

LOYALTY PROGRAMS = LOYAL CUSTOMERS

Did you know a 5 percent increase in customer retention can increase lifetime profits from a customer by 75 percent? Did you know 61 percent of gift card holders spend MORE than the gift amount? Imagine your customers returning twice as fast, spending 30 percent more on their next visit and becoming a vocal cheerleader of your restaurant spreading positive word of mouth. This is what happens when you implement a loyalty program that rewards customer's buying habits, communicates with your customers on a regular basis and tracks the results for future marketing efforts. If you want a loyalty program, you also want one that manages itself and that is what you get with nTouch Loyalty. nTouch Loyalty is a fully integrated marketing solution that drives results.

The foundation of nTouch is a wireless terminal that accepts credit cards, gift cards and loyalty cards. This "all-in-one" terminal is the first of its kind providing user-friendly functionality and transaction times of 3 to 5 seconds for a combined loyalty and credit card transaction. The heart of the nTouch loyalty program is the automatic customer communication system you design to create additional business through rewards, promotions and customer recognition. The backbone to this system is the reporting. nTouch Loyalty can either produce reports directly from the terminal or be integrated directly into your POS. Knowing who your customers are, their frequency of visits and buying habits allows you to create rewards that keep them coming back and increase their spending while there. Activity reports gives you information detailing your customers buying habits, sales activity and potential lost customers.

With the nTouch Loyalty package, you not only get a ready-to-go loyalty program, you get all the tools to make it successful. The starter kit comes complete with customer enrollment forms, custom loyalty cards, print-ready art for table tents, buttons and decals, flyers to promote your loyalty program and a free copy of the "Quick Guide to Marketing Success." You also get 24 hour technical service, access to marketing support specialists, a free subscription to PMQ and a \$700 coupon package good toward services from the Restaurant Alliance including payroll, accounting, insurance, magnets, direct mail, marketing services and much more.

Your most important asset is your customer list. nTouch specializes in developing that asset and making it work for YOU. With nTouch you eliminate your reliance on coupons and discounts while turning first-time visitors into loyal repeat customers. Most important, nTouch is the only marketing solution that measures results and helps you make decisions for future marketing. Focus your marketing energies and dollars on building loyalty with your existing customers. Statistics find that it may cost you as much as ten times more in obtaining a new customer than to retain an existing one. Test markets have shown customers in restaurant loyalty programs return four times sooner, visit twice as much and spend 17 – 45 percent more than non-loyalty program members, so what are you waiting for? For more information on getting nTouch to work for you, visit www.restaurantalliance.com, call 888-711-7011 or email info@restaurantalliance.com.

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Increase profits and stay nTouch with your best customers



With the nTouch loyalty system, you can do just that. A revolutionary wireless terminal that will handle all your card-reading needs. Imagine what your pizzeria can do with this technology at your fingertips. Check out our "Quick Guide to Pizza Marketing Success," which is included with your nTouch starter kit. You will learn how to develop a turn-key loyalty program and marketing campaign that will keep customers coming back again and again. Here are some of the benefits of being an nTouch customer.

nTOUCH LOYALTY
THE Marketing Solution

Customer Rewards Program • Custom Website • Database Management • Email Marketing
Custom Promotions • Direct Mail • Fax Broadcast • On-Line Ordering • Detailed Activity Reports
Flyers • Support Material • Wireless Terminal • 3-in-1 Processing (credit, gift & loyalty cards)
New/Lost Customer Tracking • Cross-Promotions • Marketing Support • 24 Hour Technical Service

"Marketing without measurement equals waste. Marketing with measurement equals RESULTS. nTouch is the COMPLETE marketing package"

- Michael J. Rasmussen
Founder, Franchise Tax Group
PMQ Contributor
Ask the Experts Contributor

For more information go to
www.restaurantalliance.com
or call **888-711-7011**

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RESTAURANTALLIANCE