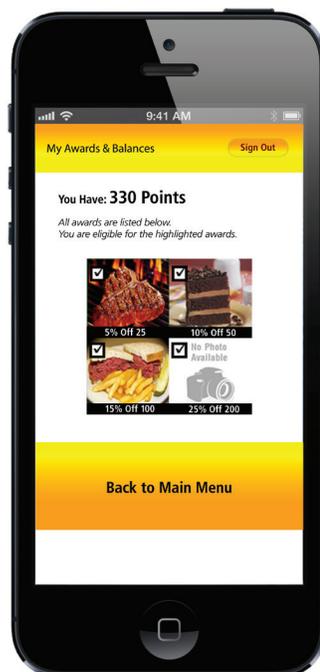# restaurant manager™
An ASI Technology

www.rmpos.com

Why Choose RM Loyalty?

RM Loyalty is a fully automated loyalty module that seamlessly integrates with Restaurant Manager POS and the latest mobile technology. Easy to use and manage, RM Loyalty will help you accurately monitor the monetary gain from your marketing efforts, so that you can tailor your efforts as need be. By leveraging your current POS investment, RM Loyalty produces unparalleled results at an affordable price.

Business Need/Goal	How RM Loyalty Helps
Increase Sales	Loyalty analytics help you win back lost customers, increase visit frequency, and boost average spend.
Acquire New Customers	In today's social media world, a loyalty program can turn your customers into brand advocates, creating a viral word-of-mouth campaign that continually brings you new customers.
Increase Marketing ROI	Loyalty programs with direct marketing capabilities such as built-in SMS text and email, maximize your return on investment by reducing your marketing costs, while simultaneously generating high response rates.

Promote Repeat Visits

Customers can easily track reward points prompting return visits.

**Robust Management
Capabilities**

Keep track of your
loyalty programs all in one place.

Functions and Features

Multi Store Capabilities
Ideal for restaurants with multiple locations, RM Loyalty operates seamlessly across all locations.

Cloud Based
RM Loyalty's cloud based system ensures that loyalty information is up to date at every location in a multi store environment, and enables managers to access the system anytime, anywhere.

Mobility
Integrated with the latest mobile technologies, customers can use any mobile device to easily access their loyalty account. Customers can view their current point balance, available rewards, and even future rewards, including the balance needed to receive them, providing customers with an incentive to return to your business.

Messaging
With RM Loyalty's messaging features, you can now have frequent and immediate communication with customers through an SMS text message or email. Rewards are no longer printed on a receipt, but instead, sent digitally via text or email, and are automatically updated to the customer's account, making it easier for them to redeem their rewards.

Customizable
RM Loyalty allows you to create a reward structure that is right for your business by building various award levels based on point amount, and tailoring reward types for each level. Customized programs make customers want to return.

Restaurant Manager Tips

1. Make the Customer Loyalty module even more powerful by utilizing Restaurant Manager's built-in Promotion and Coupon functionality to design specific offers for your loyalty club members.

2. With Restaurant Manager's built-in menu engineering capabilities you can identify high-margin menu items to tailor loyalty programs and offers that provide rewards to the customer — and more profits to you!