

my macros.net

Loyalty

Reward

Recognition



iCare — The 360° Customer Relationship Management (CRM) Solution

There are many new and innovative approaches to customer database building, prospecting, loyalty campaigning, and general relationship management. Until now, it took different third party vendors, each with its own technology and service costs and benefits, and administrative overhead, to provide the necessary components for a desired CRM solution. This dilemma has left the restaurant operator with the daunting task of integrating, managing and supporting these disparate pieces. Clearly, this challenge has seriously stalled the deployment of customer-centric strategies within the hospitality industry.

MICROS, after talking with restaurant operators around the world, recognized the need for a centralized, integrated solution that would allow operators to:

- Develop methods of identifying and building a database of new and existing guests.
- Provide methods to communicate with prospective new customers, and stay connected with existing patrons.
- Incorporate existing customer purchase activities down to the menu item level.
- Benchmark RFM metrics (Recency, Frequency, Monetary).
- Create relevant campaigns and promotions to make the right offers to the right guests.
- Implement POS-based loyalty programs to support “4 Walls Marketing”.
- Implement POS-based cashless payment programs that support gift, debit and credit programs.
- Create mailing lists.
- Support permission based email campaigns to prospects and customers about events, offers, and promotions.

- Provide services to integrate iCare with your website(s).
- Track campaign results to assist promotion and campaign measurements and Return on Investment (ROI) analysis.
- Provide output to outside marketing and CRM support services.

The MICROS iCare Solution provides a suite of CRM modules that deliver a 360° view of your customer’s activities. All the activities are tracked and controlled from a central database allowing you to recognize your core customers (most frequent and/or highest spending) and to determine methods to attract and measure the development of new trial, or less frequent customers, into the core customer base desire.

By bringing your POS and CRM together as a single solution, MICROS is able to improve the return on your marketing investments.

The iCare Solution sits on top of the mymicros.net solution. Mymicros.net presents business intelligence driven by collecting store information down to the transaction level every 15 minutes. iCare is able to leverage this rich data allowing you to automatically track information such as each customer’s favorite menu items.

The MICROS iCare CRM solution provides an easy way to setup and manage stored value and point-based guest information and loyalty programs, complete with reporting through mymicros.net for card balances, transactions by card, and transactions by store with full menu-item detail. iCare allows tracking of anonymous or identified guests, building your guest database, and providing powerful customer-centric reporting upon which to build guest communications and reward

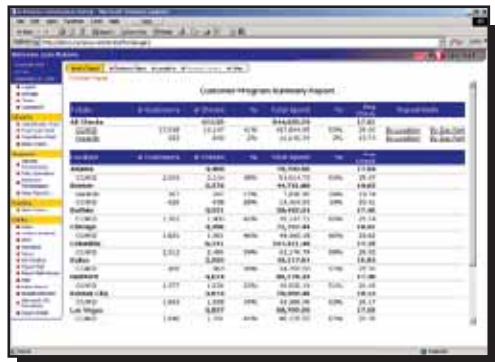
Gift Card/Stored Value Card

iCare gift and stored value cards give operators the ability to:

- Issue/activate cards with fixed or preset values.
- Credit transactions with cards through tenders or discounts.
- Reload, cash-out, and transfer balances from one card to another.
- Look up gift card accounts by name, zip code, and phone number.
- Apply usage/maintenance fees to inactive cards.
- Centrally manage and control the issuance and redemption of cards system wide.



Customers have the ability to track their activity via the web.



Detail program activity reporting, accounting store level and customer breakouts.

Reward/Recognition Programs

As a points-based program, points can accrue based on how the operator wants to build loyalty; for instance as customer and award types, at specific restaurant locations, during a certain date range, or day of the week. Other rules can be established like providing “bonus uplifts” for time sensitive promos that build frequency during a specific time, day-part, or by increasing trial of new menu items.

Customers can be rewarded by:

- Print coupons that can be used for subsequent visits.
- Award amounts to customer accounts that achieve a certain point level
- Apply on the spot discounts to customer checks.
- Elevate a customers status from one program level to another.

Restaurant operators that use the stored value card option of iCare can also administer the program via www.mycard.net. Here they can review balances, transactions, register names, replace lost cards, and transfer balances to new cards. And the Website can be designed to match the look and feel of the restaurant’s brand and be hyper-linked from an operator’s existing website.



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