

# NFS Aloha Loyalty

**Looking for an application that helps you stimulate repeat business?**

## Deliver targeted rewards and incentives to drive traffic

Repeat customers are more valuable and easier to attract than new ones. Many successful operators are turning to electronic frequency and loyalty programmes to deliver targeted rewards and incentives that stimulate repeat business and increase store traffic.

The **Aloha Loyalty** solution enables your organisation to quickly design, rollout and manage effective loyalty programmes to engage your customers.

### **Stimulate repeat business**

Develop customisable, innovative programmes for individual or across multiple sites with unlimited bonus plans and reward structures.

### **Increase customer satisfaction**

Offer flexible rewards including instant discounts, gift card credit and bounce-back vouchers.

### **Enable customers to manage their profiles**

Enhance the guest experience and reduce administration overhead by allowing customers to update their member profile information and see their current standings right from your website.

### **Improve customer service**

Real-time promotions can be applied on the POS automatically when the reward is earned. Rewards can also be given in the form of added value on the customer's stored value card.

### **Combine customer feedback and referrals with loyalty**

Add NFS CustomerVoice to your loyalty programme to easily gain customer feedback and enable customers to refer friends to your business through social media channels.

- *Real-time promotions can be applied on the POS automatically when the reward is earned*
- *Rewards can be given in the form of added value on the customer's stored value or gift card*
- *Bounce back vouchers can be printed to encourage return visits*
- *Plan schedules and triggered events such as late-night menu club, double credit during certain hours, etc.*



## Loyalty programme examples

- **Currency Based Plan**  
Spend £100, get a 10% discount on your next visit; alternately, spend £100 and get £10 loaded on your gift card as a reward.
- **Items Based Plan**  
Buy 5 items, get the sixth free. Buy two qualifying menu items, get a free dessert, etc.
- **Visits Based Plan**  
Get a free appetiser on your first, second, tenth, etc. visit.
- **Points Based Plan**  
Accumulate points based on targeted items. Redeem these points for merchandise, discounts, etc.
- **'Be My Guest' Plan**  
Target eligible items and control the comps and promos associated with them. For example, allow up to a £10 discount on any items on the menu, or allow the guest their choice of appetisers.
- **Lottery Based Plan**  
Give your guests a one in 'x' chance of earning a discount, free item, grand prize, etc. Also useful for generating surveys to random guests.
- **Employee Meal Plan**  
Control and track what your employees are allowed to receive in terms of employee meals.

*Aloha*®

Contact NFS today  
for more details

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