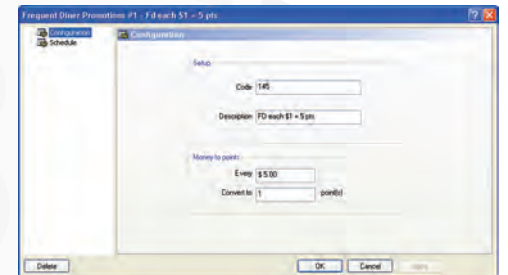# Frequent Diner

Increase sales and customer loyalty

The Frequent Diner Program is a standard feature in the Maitre'D Software Suite; because we believe that it's essential for restaurants to provide first class service to their customers. At the same time, it allows them to increase revenues with a solution that is flexible and easy to customize.

Email

General information
info@posera.com

Sales
sales@posera.com

Phone

NA
888 404 2662

Europe
0800 074 5030

Increased revenue paralleled with better customer satisfaction

Maitre'D provides the ability to completely customize promotions for frequent diners, which boosts customers' satisfaction, and gives them the incentive to increase their number of visits to your restaurant.

Maitre'D offers remarkable flexibility for earning and redeeming points, managing coupons and promotions, such as:

· Ability to schedule promotions for different money-to-points ratios
  depending on the day of the week and hour of the day
· Several point matrixes give restaurant owners a number of different ways
  to reward their customers (ex: Buy 10, get one free)
· Rewards based on several different plans:
  - Items purchased (More points on specific promotional items,
    or buy a specific item and double points for it)
  - Number of points earned
  - Number of visits
· Random coupons can be printed on the customer check for rewards
· Bar/Nightclubs

Customized marketing programs
Maitre'D offers flexible configuration of frequent diner rewards to meet your specific marketing needs.

Flexible, practical and simple to use

This solution has many benefits, including the ability to attract more customers, increase sales with repeated visits, build customer loyalty and improve customer satisfaction. Its functions allow restaurateurs to build a relationship with their customers and enhance the value of their dining experience.

The Frequent Diner program is fully integrated with Maitre'D POS and Back-Office products, which extends its application and benefits. Moreover, restaurants will benefit from the following key points:

- Ability to identify the customer in several ways: Number (alpha numeric), Magnetic Cards, and Bar Codes.
- The customer can be identified at any time during the transaction
- Print customer balance on guest receipt
- Several predefined reports and ability to customize reports
- No transaction fees
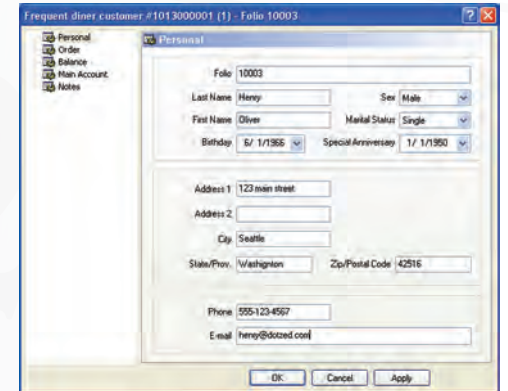
Better customer service

Operators can keep as much information on their customers as they like, which gives the ability to better customize promotions.

Valuable reporting helps create smarter loyalty programs

Managers can track all sales information and history on any customer, including personal profiles, co-ordinates and dollars spent to date to ultimately increase customer visits to the restaurant and in turn enhance their satisfaction.

The ability to create and keep detailed personal files on customers allows restaurateurs to print out customer activity reports to produce the exact data required for target marketing, including number of visits and even information on their ordering preferences.

Some reports include:
- Redeemed points or dollars or free items
- Top Frequent Diner Customer
- Points issuance
- Transaction audit
- Member enrollment

Unlimited information

Analyze customer behavior with many predefined and customized reports to help increase repeat business and customer satisfaction.