



squirrelsystems

Lochinvar Software Strategic Partner



LOCHINVAR
SOFTWARE INC.

Target Your Loyalty.

squirrelsystems.com
1.800.38.TOUCH

Turning paper into plastic.....

The goal of the Lochinvar Customer Relationship Enhancement system is to get to know your customers and also gain new ones. How do you go about getting new customers into your restaurant? How do you determine who sent them there. One of the ways that new customers are introduced to your restaurant is with gift certificates. They have the means to bring customers that would potentially have gone elsewhere. This gives you the opportunity to take a new customer, introduce them to your concept and turn them into a loyal guest.

Lochinvar Gift Card program

Traditionally the management of a paper gift certificate program was a job unto itself. They needed a secure location and a tracking mechanism. Since they always had an assigned value, theft was a potential problem. Lochinvar, originally restaurateurs themselves, recognized the need for an automated gift card program. Not only does it help with the management of the traditional gift certificates, but it also assists in getting new customers into the restaurant - one of the goals of Lochinvar's Customer Relationship Enhancement program

Besides the basic use of a gift card program, the secondary goal is to turn new customers into loyal guests.

The gift card program is a precursor to the loyalty program. Once a guest has used the value originally loaded on the gift card which would have generally been given to them as a gift, it can be easily re-loaded or converted to a loyalty card.

The Lochinvar Gift Card program offers a valuable range of reports:

- All reports are available by user defined date ranges
- Report detailing when a card was activated, for how much and the current balance
- How many gift cards were sold over or redeemed over a period of time
- Differentiation report detailing how cards that were sold versus cards given for promotional reasons

With Lochinvar, there is the up front cost of the program, but no additional costs except the gift cards themselves. Card purchases may be as small as 1000 cards at a time, making this an ideal program for smaller operations.

Using Lochinvar's Creative Services, customers may have their cards personalized to compliment their logos and décor. Reasonably priced cards and marketing material may be designed specifically for an event such as Christmas gift card or made to be more generic to work all year around.

