

Technology differentiates Paytronix. Focused solely on the restaurant industry with a commitment to innovation, Paytronix offers restaurant owners full-featured solutions that define the industry best practice. Our modular platform of rules and wallets technology provides flexible, scalable solutions that ensure our clients reap the benefits of the best solutions available.

POS Integration

- A POS integration stands as a cornerstone to any loyalty, gift card, comp and email program. It serves as the central gateway for transaction processing and defines the functionality that can be offered to guests and cashiers.
- Paytronix has a unique approach to POS integrations. We have built our own team of POS Integration experts that explore and optimize available POS interfaces, to yield the highest level of functionality possible for each integration. Before any POS integration is put into production, these experts test each configuration to certify precision and reliability.
- Our POS integrations provide real-time messaging where you can channel transaction-specific information to your cashiers (using pop-up messaging) and to your guests (through receipts).

Paytronix integrates with a range of POS systems that enable practical and operational advantages, including:

- **Account Lookup.** When a guest forgets their registered loyalty card, a cashier can quickly access the guest's account and ensure the guest receives the points they earned for the transaction.
- **Check-Level Control.** Our solutions are able to view POS check items during transactions, run relevant program rules on the information, and then insert appropriate items (menu, discount, tender or service charges) back into the check as program rewards. Our check-level control also allows customized messaging to the cashier and customer messages printed on the receipt.
- **Card Exchange.** Right from the register, your staff can transfer all account information and balances from an existing card to a new card. This capability allows you to transition card numbers from virtual cards to physical cards or to issue a new card if an existing card is no longer reading properly and needs to be replaced.
- **Check-Level Reconciliation.** Ensure that each transaction gets handled appropriately. Paytronix automatically audits every transaction to verify proper execution. Exceptions are either automatically reconciled or captured and highlighted in a transaction variance alert. (This capability is not available with all POS systems.)
- **Store and Forward Accruals.** Safeguard your customers' point information and ensure accurate account balances. In the event that one of your stores loses connectivity and cannot communicate with Paytronix, transaction information will be stored and queued. When connectivity resumes, these stored transactions will automatically transfer to the Paytronix database with no data loss.
- **Automatic Configuration Update.** Allows you to make parameter changes centrally and then distribute the new changes to all of your restaurant locations.

Because not all restaurants operate with POS systems, Paytronix also has an integration into the Verifone VX Series standalone terminals.

Rules and Wallets

Wallets

Wallets are the foundation for all Paytronix programs and are used to store money, rewards, points, and to track transactions.

Wallets are attached to a guest's card upon activation. Then, like a physical wallet, the Paytronix electronic wallet holds the guest's personal information. Wallets can hold a dollar value as well as program rewards like points or products earned. In addition, guest wallets track information about each guest's purchasing behavior, such as dollars spent and menu items that fall into a tracking group.

Real-Time Rules

Rules are triggered by guest activity. They translate guest behavior into action. For example, rules may be used to:

- Update the balances of wallets
 - Convert points into rewards at a specified threshold
- Determine messages sent back to the POS system
 - Determine what the receipt should show the guest
 - Create pop-up messages with instructions for the cashier
- Update account information
 - Change Tiers based on achieving a level of purchase

Specific rules are defined for each program or promotion. The Rules Engine identifies customers by their wallet and account information and, in real-time, rewards them for their purchase activity.

For example, a frequency rule can track coffee purchases in a "coffee bought" wallet. When your guest purchases her 9th coffee, the frequency rule adds a reward to her "free coffee" wallet. The guest will receive notification of her reward on her receipt ... and get her free coffee on her next visit.

The Paytronix rules and wallets library can execute your complex programs and promotions.. Utilizing the vast library of resources, the Paytronix team will implement your program in a modular, flexible way based on your specifications. This flexibility allows you to evolve your programs over time by easily altering or adding capability.

The Campaign Tool

The Paytronix Campaign Tool lets you engage in one-to-one marketing. You identify particular guests by their demographic information or spending behaviors and then send them a relevant promotional offer. It's effective, and profitable.

It's easy to setup your own campaign using the Paytronix Campaign Tool. Common examples include recurring birthday campaigns or an announcement of special event. The steps below outline the process.

Step 1: Identify Target Guest Segments.

Using the Paytronix Campaign Tool, identify distinct guest segments based on captured information (e.g. date of birth) and/or purchase behaviors. Example guest segments could include:

Loyal guests -- those that have visited at least 5 times during the past 30 days and have spent more than \$50.

Infrequent guests -- those who have purchased between 1 and 3 entrees last quarter.

Lapsed guests -- those who have not visited in the last 90 days.

Step 2: Create a Special Offer.

Create relevant offers to motivate and reward particular guest segments. You know the group's buying behaviors, provide them with a reward they will appreciate or give them an incentive to extend their purchases at your restaurants.

Step 3: Communicate the Offer.

Send the offer to your guests via email. Email gives you a reliable, cost effective way to reach your guests. Email also enables timely reminders. Paytronix email lets you track open rates, opt-outs, and other email-related information. Plus, the Paytronix Campaign Tool gives you the unique advantage of tracking "eat-through" rates that lets you measure the actual efficacy of your campaign.

Step 4: Expire Automatically.

Designate an appropriate redemption period for your campaign. For example, a birthday campaign might permit redemption during the entire month of the guest's birthday while other campaigns might feature offers that expire after a week. Once specified, the Campaign Tool automatically enables the start and expiration of the offer.

Step 5: Track the Results.

Paytronix's reporting tools allow you to monitor your campaigns and analyze the results. You'll learn what offers best motivate your key guest segments then apply those insights into adjustments for future campaigns.

Step 6: Set Up Once and Let it Run.

Some campaigns run continually. A birthday campaign, for instance, runs weekly or monthly. The Campaign Tool can run automatically on a pre-determined schedule. For these types of campaigns, simply setup your campaign, and let the Paytronix Team handle the rest.

The Paytronix Campaign Tool consolidates all of your information for easy administration and ready results tracking. Leveraging the Campaign Tool as part of your comprehensive loyalty program brings together your membership data and customer transaction information into one database and eliminates the hassles of moving and manipulating data. This gives you the power and convenience to run detailed reports on specific occurrences so you can analyze the efficacy of your campaigns.

Guest Facing Innovations

Auto-recharge

Auto-recharge allows a guest to use his credit card to automatically replenish the value of his card.

Online, a card holder will assign a credit card to their account and when their card balance drops below a certain threshold, the card will automatically be reloaded with a designated amount. Once a card holder sets up auto-recharge, they do not need to intervene. Their credit card statement will reflect the auto-recharge transactions like any other auto payment activity.

Selective Recharge

Selective recharge allows a guest to login to their account and use a credit card to add value to their existing gift card.

Once the credit card payment is submitted, the requested amount is loaded onto the card and is available for use. The guest may add value to their card in any increment and can recharge their card as often as they like.

Tell a Friend

A refer-a-friend program gives your guests an incentive to tell their friends about your restaurants and to motivate them to join your loyalty program.

Your guests are able to send their friends an email with a link inviting them to register and receive a reward to use on their next visit. After completing the online registration, the new guest receives a confirmation email containing a virtual card number. When the guest offers their virtual card number during their next visit to the restaurant, the virtual number will be converted into a physical card.

Reverse Enrollment

Reverse enrollment is another way to build your customer database and invite new guests to join your loyalty program.

By posting a link on your website to a registration page, interested visitors can sign up and instantly become members of your loyalty program. Upon completing the form, the new member will receive a confirmation email with a virtual card number. On their next visit to your restaurant, they can present this virtual card number and receive their permanent physical card.

Family Cards

Family cards allow your guests to pool their loyalty program point earnings to claim a reward.

This feature is great for families where different members may visit at different times. Each member of the family holds his or her own card, yet all of these cards are tied to one account where the points are accrued and the rewards are issued.

Guest IVR

Integrated Voice Response (IVR) systems allow restaurants to give their guests self-service access to their account balance information.

The restaurant provides a toll-free phone number for guests to call with information available 24 hours a day. Paytronix real-time processing ensures that your guests' information is always accurate and available from anywhere at any time.

Web Card Sales

Your website offers a convenient channel for your guests to purchase gift cards. Paytronix's online shopping cart enables the sale of your gift cards directly from your website.

The sales process is simple, fast, and secure. Cards are sold in pre-set denominations with additional shipping and handling charges that you specify. All purchases are made via a credit card through a secure credit card processor. Fulfillment is handled by your corporate office or by a fulfillment partner.

Reward Yourself

With Reward Yourself, guests can conveniently use the web to redeem their points for the rewards they choose. Some of the reward items (e.g., free appetizers or entrées) may be loaded directly onto the card and available for use on the next visit. Other items (e.g., tasting events, meet the chef, or other restaurant experiences) may be fulfilled through the corporate office or a fulfillment partner.

Reports and notification email messages help facilitate the fulfillment process and keep guests informed. Guests can also review their order history and other account information on line.

Management Tools

The Report Center

The Report Center provides you a consolidated location for the reports needed to support program operations and to track the effectiveness of your promotions.

The key benefits of the Report Center include:

- **Real-Time Reporting.** All reports run through the online merchant interface contain up-to-the-minute information so you can monitor ongoing program performance.
- **Assigned Permissions.** Each user will see the reports designated for them. Permissions guard confidentiality and streamline report choices to the relevant parameters.
- **Easy Distribution.** Paytronix allows you to configure reports for email distribution so that you can share pertinent insights with the corporate office staff, franchisees, or external partners (e.g., fulfillment partners).
- **Customized Fiscal Periods.** The Paytronix Report Center lets you define the beginning and end of your fiscal periods and get reports to match.
- **Report History.** Reports are saved in your report history for two days. When you need to refer back to a report, you can quickly look up the information instead of running the report a second time.
- **Report Completion Notification.** A notice at the top of your screen -- visible from any page -- will signal that your reports are complete and ready for your review. This allows users to move on to completing other items while reports run to completion.
- **Multiple Report Formats.** All Paytronix reports are available in Excel, comma delimited, and html formats so you can conveniently view, analyze, and share the data.

Reports are available in both summary and detailed versions. The summary versions typically provide information at the store level (with some exceptions). The detailed reports show individual transactions for the specified time period.

Connectivity Status

The Paytronix Connectivity Status page displays a snapshot of internet connection between your restaurants and the Paytronix system.

The color codes indicate the connectivity status:

Green: An active connection.

Yellow: Signals a potential connection problem as a location failed the last planned communications “ping.”

Red: Indicates a location is not communicating.

The Connectivity Status page is the first place to check when locations report trouble processing transactions.

User Management

The User Management capability allows you to define who has access to the Paytronix Merchant Interface.

Every organization is different, so we allow you flexibility to define the permission structure and levels suited for your users. You define the groups, provide the user contact information and assign each user to the appropriate group. The user is then free to login and begin using the system.

We strongly urge you to create separate accounts for each user. Paytronix tracks all transactional activity based on the logged-in user performing the action. We do not recommend shared logins. When a user leaves your company, terminate their access to the Paytronix system.

Merchant IVR

Paytronix has a convenient Integrated Voice Response system (IVR) available for restaurants.

Using a toll-free phone number, available 24/7, Merchant IVR is designed to support location managers in the event of lost system connectivity. Store managers can leverage the IVR to check card balances, redeem rewards/gift cards, add value to a card, and obtain reporting information.

To learn more about Paytronix Technology for your restaurants, contact us.