

Reward Yourself with Bankable-Points Programs

Bankable points programs used to be unattainable.

The complexity and expense were prohibitive.

Today, Paytronix's Reward Yourself technology makes it easy and affordable for restaurants to run unique points programs to build guest loyalty.

Loyalty Improvement Series

PAYTRONIX
systems, inc.

Drive Differentiation and Loyalty

Bankable-Points programs offer your guests 'thank you' gifts for their repeated visits to your restaurants. With each purchase, members earn and accumulate points to redeem for valuable gifts. The opportunity to enjoy a meal *and* earn points toward a meaningful gift creates motivating loyalty.

Like the airlines' frequent flier programs and credit card rewards programs, the drive to accumulate points creates a powerful incentive for your guests to keep coming back to your restaurants. It is a win-win situation: your guests get a great meal and earn points toward great gifts and you win their loyalty and a greater share of their spending dollars.

While no loyalty program appeals to everyone, bankable-points programs attract a wide range of customers because they give members control of how they redeem the points they earn. The program allows your guests to convert their points whenever they want for gifts they choose: gift cards, dinner-for-two, or even a grand prize reward like a week in Tuscany! Members appreciate turning their points into something they truly value.

Of course, providing this type of flexibility isn't easy. Bankable-points programs require time-consuming administration and are expensive to run.

In the kitchen with ...
Chef Sofia



Bankable-points programs offer guests the freedom to choose from an array of gifts – both modest and extravagant – which generates a lot of excitement, guest loyalty, and incremental revenue.

Two Common Types of Reward Programs

Automatic Rewards

An approach that confers predetermined rewards directly to the member's card instantly as they reach designated thresholds

- + Easy to understand
- + Easy to fulfill
- Doesn't work for all restaurant concepts
- Guests can't choose their rewards

Bankable-Points

An approach that enables guests to earn and accumulate points which they can redeem for gifts of their choice

- + Broad appeal among guests
- + Guests choose rewards they prefer
- Complex to administer
- Expensive to fulfill

Paytronix Brings Points Programs within Reach

Paytronix's technology gives you the power to implement successful bankable-points programs. Points programs appeal to guests with a full range of options and gift choices. Only Paytronix can cut through the complexity and the expense to deliver the solutions that will excite your guests without breaking your budget.

Historically, the onerous administration and high costs put bankable-points programs out of reach for most restaurants. Today, the Paytronix technology makes it possible to sponsor exciting points programs that differentiate your restaurants and give you a strong competitive advantage.

Rewarding Flexibility that Eliminates the Administrative Burden

Paytronix is the only industry solution that can give you a combination of on-card and off-card rewards. Our solutions give you unparalleled flexibility and power to design and execute a points program geared to your specifications.

For example, some guests will elect to have rewards placed directly on their card for use during their next visit. Perhaps they have selected a free appetizer, gift dollars, or a dinner-for-two. Other guests may choose to save their points for a unique event – maybe a private tasting, or cooking lessons, or even a dinner party prepared by your executive chef. And a few guests will yearn for a trip to Tuscany and will accumulate their points for years in order to finally earn their desired grand prize.

Paytronix's solutions accommodate your guests' preferences and orchestrate the fulfillment process without burdening you or your staff.

Paytronix has been a phenomenal partner. They were able to identify our specific needs, customize a POS integration solution and seamlessly transition our loyalty program with added enhancements for both operations and our guests. Constantly adding value with compelling features, our guests find Reward Yourself a fantastic addition to program benefits. The instant rewards feature of this program added even more benefit with a dramatic reduction in fulfillment costs.

Mike Curtis
Vice President
Gordon Biersch Restaurant Group

The Power to Create Promotions that Drive Your Success

In addition to offering a broad array of rewards, you may also want to run special limited-time promotions to boost visits during slower periods. For instance, if your dinner-for-two reward normally requires 2000 points, you might discount it to 1800 points during the month of August. Paytronix's technology gives you powerful flexibility to devise programs that will make you successful.

Smart Customer Segmentation

The Paytronix's solution also allows you to segment your guests and create multiple levels of membership. This allows you to offer your "platinum-level" guests exclusive reward choices that are unavailable to other members. This type of segmentation can be done automatically based on visits or on dollars spent over time.

The Paytronix Reward Yourself Solution: Convenient for Your Guests, No-Hassle Administration for You

Self Service: Guests can review account balances and a detailed history of their transactions without contacting your staff.

Online Redemption: All rewards processing is handled online. No staff training or intervention required.

In-Kind Rewards: The ability to provide your food items as a reward lowers your expenses and keeps your guests coming back.

Comprehensive Fulfillment Process: Paytronix takes the hassle out of fulfillment with a easy-to-follow step-by-step process with on screen confirmation and follow up email. Merchants enjoy complete fulfillment reporting.

Reward	Points	
Free Appetizer	125	Select
Complimentary Entree	250	Select
Instant \$50 Reward on Card	500	Select
Mailed \$50 Rewards Card	500	Select
Instant \$100 Reward on Card	900	
Mailed \$100 Rewards Card	900	
Private Tasting for Two	2000	
iPhone	5000	
Dinner with the Executive Chef	10000	
In-the-Kitchen with Chef Sofia	15000	

On-Card Rewards: Providing instant rewards gives guests immediate gratification – which makes them happy. You slash your fulfillment costs – which makes you happy, too!

Tips for Building Successful Bankable Points Programs

Reward Yourself programs are an ideal way to engage your guests and to cultivate beneficial spending behaviors.

- 1 Balance Modest and Sensational Rewards**

To create broad-based appeal, provide rewards that range in value and in kind. Include low-cost items that are easy to attain as well as big, sensational items that will generate excitement and drive long-term loyalty. Associate the rewards with your restaurants. Include gifts like discounted menu items and gift cards along with unique offerings that provide special restaurant experiences. And don't forget to include a tantalizing grand prize to capture your guests' attention and promote the program.
- 2 Price the Rewards for Success**

The point of the program is to build loyalty and increase profits. Design your redemption plan to optimize these goals. For example, by orienting many of the first-tier gifts on discounts for your menu items, you encourage repeat visits. Create enticing award thresholds but make sure the margin you earn covers the cost of the award. Finally, know that some guests will bank their points for years in the pursuit the grand prize – make sure you can deliver!
- 3 Showcase Your Brand**

Leverage the rewards program to highlight your brand. Create innovative rewards to showcase your restaurants. Special events like private tastings, cooking lessons, or dinner-for-10 prepared by your executive chef accentuate your brand and bring a memorable experience to your guests.

Bankable-Points Programs Build Guest Loyalty and Showcase Your Brand

Casual Dining

Bankable-points programs allow you to create a loyalty program with broad appeal across customer segments. The allure entices your VIP customers, the families who visit weekly, as well as the occasional customers who come in just a few times a year.

Bankable-points programs accentuate your brand and have something for everyone:

- Food rewards and special restaurant events.
- Gratification from instant rewards.
- Excitement for premium rewards.



Catering Business

Merchants with a strong catering segment of business value bankable-points programs over traditional loyalty programs. Because their catering customers buy in large volume, restaurateurs prefer a loyalty program that will motivate continued patronage without entitling their customers to a discount with every visit. Catering customers like the program, too. Their company reimburses them for the purchases while they earn points toward gifts they want to have for themselves.

“With the Reward Yourself technology we were able to develop a program specific to our catering clients. This distinctive program has established us as a favored option by providing meaningful rewards to our business customers.”

*Nicole Abraham
Director of Marketing & Brand Management
Pat & Oscar’s Restaurants*

If you recognize the value of bankable points programs, but don’t know where to start, contact us.

PAYTRONIX
systems, inc.

307 Waverley Oaks Road, Suite 309, Waltham, MA 02452
Phone: (617) 649-3300 Fax: (617) 812-0725
eMail: Solutions@paytronix.com

Loyalty Improvement Series

Loyalty Promotions Comp Cards Product On a Card Reward Yourself