

REVENUE STREAMS MADE EASIER

Improving customer engagement
with NCR Aloha Stored Value



ARE YOU STRUGGLING TO FIND NEW WAYS TO DRIVE BUSINESS TO YOUR RESTAURANT?



PHOTO: GETTY IMAGES/NCR

CHALLENGES IN GENERATING NEW REVENUES

**WHAT PREVENTS YOU FROM OBTAINING
NEW CUSTOMERS, AS WELL AS
GENERATING REPEAT BUSINESS?**

- Ineffective customer interaction
- Inconvenient and unsecure payment options
- A subpar guest experience
- Average ticket plateau
- Ineffective marketing/promotion



ADDRESSING THE CHALLENGES

HOW CAN NCR SOLVE THESE PROBLEMS TO MAKE EVERYDAY EASIER IN YOUR RESTAURANT?

- ~~Ineffective customer interaction~~
 - Deepens relationships with customers
- ~~Inconvenient and unsecure payment options~~
 - Transfer, reconcile and verify gift card funds automatically
- ~~A subpar guest experience~~
 - Make it easier for customers to give gifts, pay for their checks, and add value to their cards
- ~~Average ticket plateau~~
 - Customers on average spend 65% more than the stored value card amount
- ~~Ineffective marketing/promotion~~
 - Gift cards provide a branded marketing tool that loyal customers will share



A woman in a white shirt is smiling and handing a blue card to a server in a restaurant setting. The background shows a blurred city street with buildings and a street lamp. The text is overlaid on the top left of the image.

GENERATE NEW REVENUES AND ENHANCE THE GUEST EXPERIENCE

NCR Aloha Stored Value extends your brand's footprint and unlocks previously unrealised customer value.

Achieve higher profits, brand recognition and guest loyalty – engaging your customers has never been so easy.

NCR ALOHA STORED VALUE

How does NCR make generating revenues easier?

EFFECTIVE
MARKETING

SCALABLE

IMPROVED GUEST
EXPERIENCE

EFFORTLESS
MANAGEMENT



- Gift cards enable you to extend your brand outside of your restaurant's four walls
- Turn your best guests into active marketers of your restaurant
- Understand your customers' behaviour to target specific offers for a higher response rate
- Offer multiple card types to build additional predictable revenue

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- *One solution that is easily implemented across multiple locations, franchises and businesses*
- *Can be instantly deployed and activated, and requires no additional hardware*
- *Terminal Edition supports multiple POS platforms, reducing upfront investment costs*
- *Multi-settlement tools automatically transfer, reconcile and verify gift cards at any store location*

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- *Enable your loyal customers a way to share the restaurant experience with others*
- *Support a wide variety of refund types and provide card balances on customer receipts*
- *Customers can view their gift card balance via a link on your website*

NCR ALOHA STORED VALUE

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- *Integrated tightly with other applications of the NCR solution, such as NCR Aloha Loyalty, providing valuable customer data on customer preferences*
- *Analyse when and where cards were used, what was purchased, and the average spend*
- *Monitor operations and revenues closely with real-time, enterprise-wide reporting capabilities*

