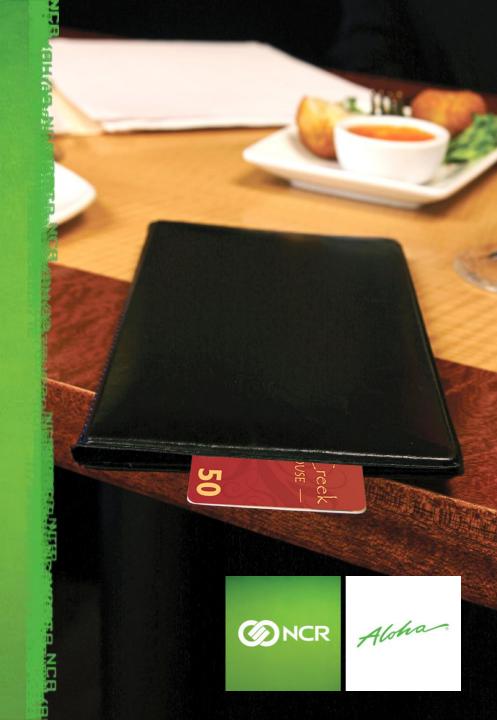
REVENUE STREAMS MADE EASIER

Improving customer engagement with NCR Aloha Stored Value





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

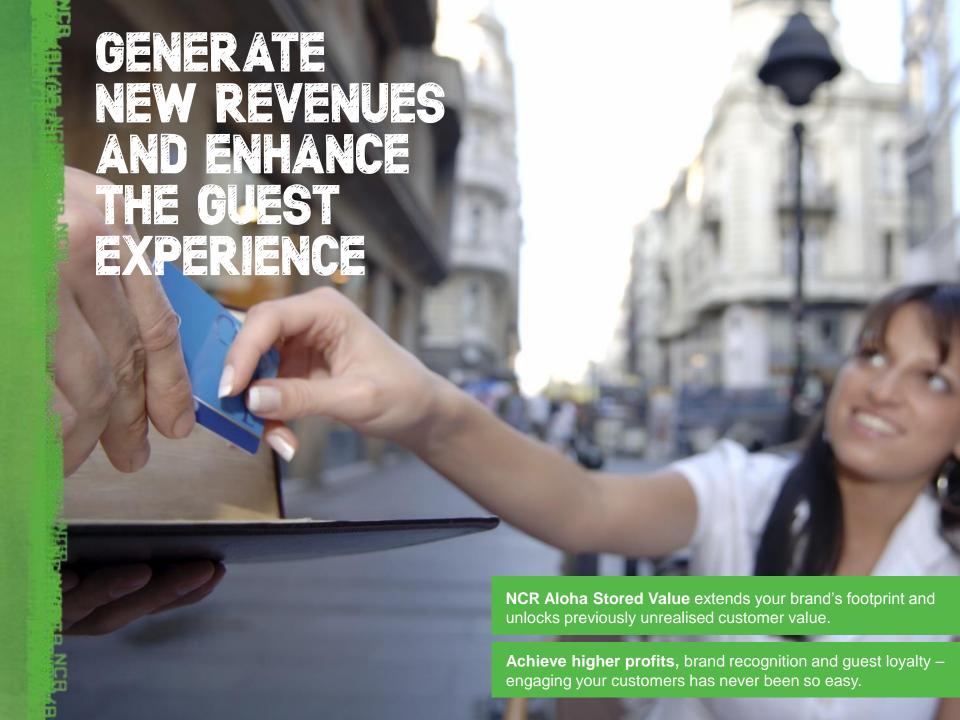


ADDRESSING THE CHALLENCES

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





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

How does NCR make generating revenues easier?

EFFECTIVE MARKETING

SCALABLE

IMPROVED GUEST EXPERIENCE

EFFORTLESS MANAGEMENT



- 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

How does NCR make generating revenues easier?

EFFECTIVE MARKETING

SCALABLE

IMPROVED GUEST EXPERIENCE

EFFORTLESS MANAGEMENT



- 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

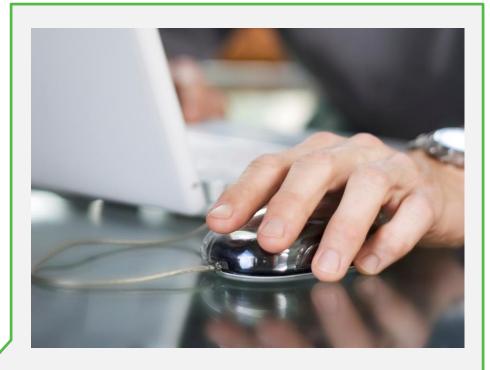
How does NCR make generating revenues easier?

EFFECTIVE MARKETING

SCALABLE

IMPROVED GUEST EXPERIENCE

EFFORTLESS MANAGEMENT



- 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

