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Loyal customers
are your greatest assets

The MICROS Guest Services Solution (GSS) is designed to be a single source, all-in one guest marketing system. Implement a Frequent Diner program and track guest preferences to build a loyal following that comes back more often. Intitiate easy-to-use gift card and gift certificate management programs to allow guests to quickly purchase and redeem them. Use MICROS GSS to bring customers in during off-hours by establishing times-of-day or day-of-week promotions. Also, streamline the ordering process for delivery and carry out to have an efficient system that allows customers to receive their food quickly. At the heart of the GSS is the powerful guest database that can store up to 100,000 guest records, including names, addresses, delivery instructions, and demographic data. By using one database for both GSS and the POS, the restaurateur has only one location to access a guest's personal information and order history. The database allows restaurateurs to keep track of who their customers are and the frequency of their visits or orders and easily manage house accounts with real-time posting and bill creation. The MICROS GSS program helps you build loyal and repeat customers seamlessly with the MICROS 3700 point-of-sale system.

The MICROS Guest Services Solution is ideal for any restaurateur who seeks to establish or improve the dining relationship with their guests.

Key Benefits
- Build a Guest Information database of your loyal customers
- Set up multiple promotional offers to keep guests coming back
- Establish times of day or day of week promotions to fill "softer hour" seats with guests
- Create marketing programs in-house
- Import guest information from most other programs
- Configure POS printers for coupon printing

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Track guest information for loyalty and delivery/carry-out

The MICROS Guest Services Solution is ideal for restaurant operators who seek to establish or improve the dining relationship with their guests. The MICROS GSS Solution suite is a graphically oriented software package consisting of two major modules that aid restaurant operators to create and maintain loyalty and reward programs: Guest Loyalty and the Guest Loyalty application creates "frequent diner programs" to automatically grant rewards to guests that meet predefined criteria of a particular bonus program. The GSS delivery and carryout application recalls guest information when an order is placed to streamline the ordering process for delivery and carryout customers.

At the heart of MICROS GSS is the powerful guest database that can store up to 100,000 guest records, including names, addresses, delivery instructions, and demographic data. By using one database for both GSS and the POS, the restaurateur has only one location to access a guest's personal information and order history. Restaurants can determine which information to keep about the guest. The database allows restaurateurs to keep track of who their customers are and the frequency of their visits or orders and easily manage house accounts with real-time posting and bill creation.

MICROS GSS Guest Loyalty Module allows restaurant operators to reward customers in a multitude of ways and with its reporting capabilities, can be used as a powerful marketing tool to reach each and every guest. The frequent diner application allows a restaurateur to enter members into a program where they are rewarded for achieving certain milestones. Awards can be based on number of visits, purchase amounts, or targeted item purchases and can be given as soon as the milestone is reached, or applied toward the guest's next visit. Guest Loyalty allows multiple bonus programs to remain active at the same time. Restaurant operators can implement programs to target multiple customer groups. The Guest Loyalty Module makes it easy to add and edit points for each guests. Restaurant operators can also choose to utilize restaurant branded loyalty cards.

The Delivery/Carryout Module addresses several dynamics of the consumer-restaurant relationship and allows delivery to be implemented with ease and the utmost convenience for the guest. Consumers are increasingly seeking the convenience of having food delivered to their home. To increase efficiency and build a strong delivery/carryout business, restaurant operators must streamline the ordering process. The MICROS GSS Delivery/Carryout Module stores order details and provides a database to allow wait staff to retrieve delivery information for repeat customers, enter additional notes, and recall a previous order. To ensure accuracy for delivery, addresses and delivery information can be printed directly on the POS check. Through a seamless integration, Caller ID functionality can also be utilized to match phone information coming from the caller ID device to existing guest records on the POS. Through this effective delivery program, restaurateurs can create dining rooms of virtually unlimited size.

Profit From:

- Customized promotional offers to create effective, targeted marketing and targeted promotions to bring guests in during "off" hours
- Increased accuracy and efficiency by recalling guest information through the GSS instead of manually entering every time an order is placed
- Enhanced customer satisfaction with reward programs and guest database
- Creation of house accounts to encourage guest loyalty and more frequent visits, driving revenue
- Fully integrated solution that runs on the same PC as the POS, lowering the total cost of ownership

Find out more

KEY INFORMATION TECHNOLOGY W.L.L. BAHRAIN

To find out more about the representative of Micros Products in the The Kingdom of Bahrain please do not hesitate to contact us.

Key Information Technology W.L.L.
P.O.Box 60, Manama, Kingdom of Bahrain
Telephone - 00973 17213302
Fax - 00973 17211701
www.kit.bh