



# THE BENEFITS OF LOYALTY

Loyal customers are the foundation of any successful restaurant. Here at PowerCard, we provide restaurants of any size a customized platform to engage customers and increase their number of visits to your establishment.

## A LOYALTY PROGRAM — REWARDS YOUR CUSTOMERS & YOUR RESTAURANT

**It's simple.** If a customer already loves your restaurant, it will always be easier to up-sell them and increase their spend. Keeping your current customers happy is also reported to cost 5 or 6 times less than acquiring new ones. Not to mention the FREE advertising those happy customers do for you through word of mouth, social media and online reviews.

PowerCard has the ability to offer your restaurant complete flexibility and customization on a reward program that works for you. We'll help you manage, attract new customers and transform your existing customer base into an 'ideal customer'— those with purchasing habits that will drive growth for your restaurant.



### **GIVE A LITTLE, GET A LOT** *Increase Check Average*

Reward programs increase the average ticket totals. The average cardholder spending increases 3-5%



### **Y'ALL COME BACK NOW** *Increase Frequency*

Incentives motivate the customer to visit more frequently (typically 13-16% more often)



### **LOOK, LISTEN, FIX IT** *Increase Retention*

Better customer monitoring tools can save customers before they leave



### **WORKS FOR EVERYONE** *What type of reward tools work best for your customers?*

Options: Carry a Plastic Card | Just Use a Phone Number | Download Your Mobile App

