

# Moneris® Loyalty Program

> Restaurants & Diners



## Turn first-time diners into long-time customers!

You've got all the basics covered – great food, relaxing atmosphere, and attentive service. But these days, it takes something extra to get first-time guests to become regulars at your establishment.

So why not make their dining experience more rewarding with the **Moneris® Loyalty Program**? The program makes it easier to stay connected with your customers – using the customer information you gather from your program, you can invite customers to your special events, notify them about promotions, invite them to provide feedback about your business, and more. Whether you have one location or several, the Moneris Loyalty Program is an ideal solution to help keep your customers coming back.



### Statistics

- 50% of customers surveyed said they would be **more likely to patronize a restaurant** that had a loyalty program.<sup>1</sup>
- More than **three-quarters** of restaurant operators say **guest loyalty programs helped grow business during the economic downturn**.<sup>1</sup>

### Use the Moneris Loyalty Program to help you:

#### • Say “Thank you”.

The Moneris Loyalty Program keeps track of recent guests, so you can send personalized *thank you* notes.

#### • Celebrate guests' special occasions.

The program can generate reports that show when a past guest has an upcoming birthday or anniversary, so you can invite them to celebrate at your location.<sup>2</sup>

#### • Word-of-mouth recommendations that are to “dine” for.

The Moneris Loyalty Program helps you identify your best customers, so you can invite them to exclusive events like new menu or product launches, which may encourage your guests to recommend your business to others.

#### • Offer pre-booking for hot reservation dates.

Give your loyal guests the opportunity to book early on popular reservation dates like Valentine's Day, Mother's Day and New Years Eve. It's one more way to help build valuable customer loyalty.

#### • Set your business apart.

Creating a personal connection with guests and allowing them to earn points for rewards can help to differentiate you from your competitors and encourage loyal, long-term customers.

#### • Turn new locals to best customers.

The Moneris Loyalty program makes it easy to capture customer information, so you can begin building a customer base as soon as you open a new location.

#### • Encourage increased traffic during slow times.

Instead of giving deep discounts, offer loyal customers extra points during traditionally slow dining times.

For more information, speak with your Moneris Sales Consultant or visit [moneris.com/loyalty](http://moneris.com/loyalty)



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<sup>1</sup> "Survey: Loyalty Programs Helped Restaurants Weather Recession", *National Restaurant Association*, 2010.

<sup>2</sup> Where such information has been provided by your guest as part of the program. Subject to applicable privacy laws and other applicable laws.