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Marketing: Activating Promoters to Spread the Word

Your Promoters (those that rate either a 9 or 10) have the ability to "Spread the Word" through Social Media channels. Did you know a lead from a trusted source is six times likelier to turn into a new customer?

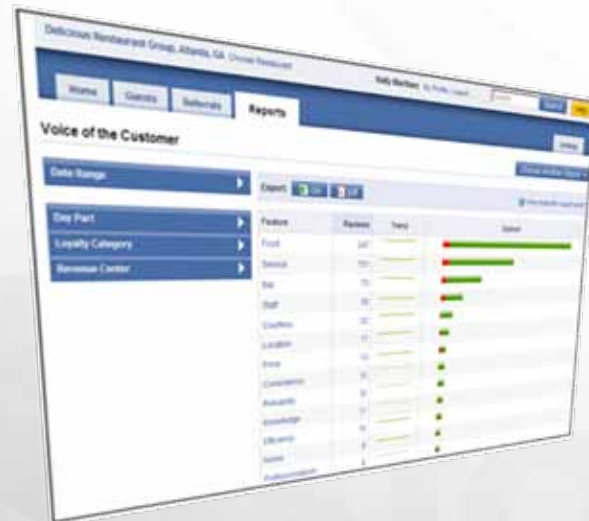
- Allows your Promoters to act as an unpaid sales force by "Spreading the Word" through Facebook, Twitter, LinkedIn or Email
- Prospective Business is generated when a recommendation has occurred and a new customer's information has been captured
- Track the exact dollar amount associated with your Prospective Business



Voice of the Customer

Helps you understand the details behind what is being said about your business.

- Captures words gathered from the second question in the free flow comment box
- Tailored to identify key words associated to the restaurant industry
- This report is based on algorithms which read with more than 90% accuracy
- Performance percentage associated with each key word and gives you the ability to drill down and focus on growth opportunities



The **IMPACT** of the Customer

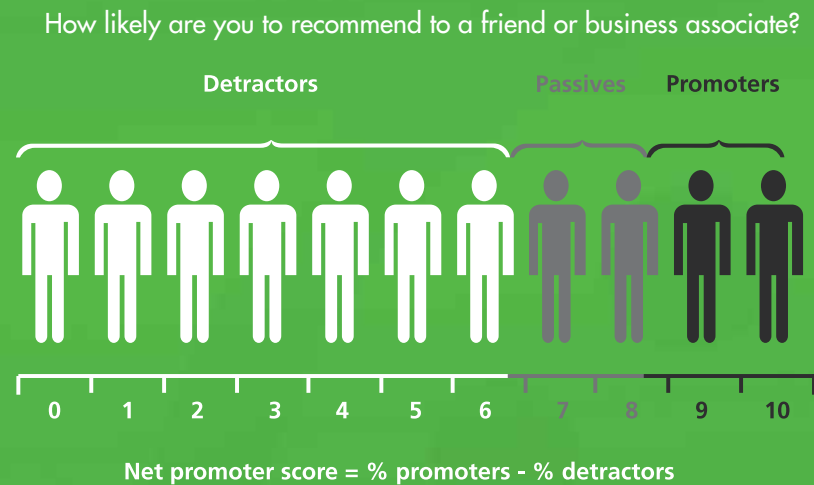
NCR Customer Voice is a web-based customer loyalty, retention and a referral tool based on the Net Promoter Score (NPS), the Ultimate Question. Customer Voice exists for the sole purpose of improving your bottom line by identifying the profit impact that happy and unhappy customers have on your business. You will receive the tools you need to turn your happy customers into an unpaid sales force to help you grow your business. The tool also leverages the power of Social Media channels and uses them as a referral service.



Customer Voice **Highlights**

What is the Net Promoter Score?

The NPS is a metric developed by a group of consultants at Bain and Company, over the course of a decade. They discovered that the true definition of loyalty is whether or not your customers would put their reputation on the line to recommend your business. This method is being used world-wide today.



Customer loyalty is the best indicator of how your business is growing and succeeding.

How it **WORKS**

By leveraging the Net Promoter Score methodology, the Customer Voice survey is comprised of two questions and takes less than 30 seconds to complete. The first question is...

□□ **How likely are you to recommend to a friend or business associate?** □□

The second question is dependent upon the first question and allows your customers to write free flow commentary from their dining experience. NCR Customer Voice can be configured through Aloha Loyalty and/or through the Aloha Point of Sale receipt functionality.



Operating Dashboard

- Compares individual restaurant performance
- At a glance, it shows your business at risk, customers, leads, recommendations, response rate, marketing and reports
- Displays Loyalty Summary with ongoing Net Promoter Score percentage
- Compares individual restaurant performance
- Allows you to follow up with customers who are dissatisfied
- Shows you the latest real-time feedback
- Informs you of Prospective Business by your promoters through Social Media channels

Business At Risk

The At Risk Task Pad provides you with the capability to improve your customer satisfaction and retention by giving you the opportunity to identify unhappy customers. Once you've identified them, then you can easily follow-up to resolve issues and to let them know that you value and appreciate their business. The At Risk Task Pad provides you with customer specific detail, allowing you to follow up promptly and is designed to never let you and your team ignore Business At Risk. Additionally, you can select the option of receiving real-time alerts so you know as soon as an unhappy customer has been identified.

