CONNECT with Customers

Create Repeat Guests and Engage New Ones

Customer interactions are the lifeblood of your business.
Each experience, each exchange, each connection between your restaurant's brand and your guests leaves indelible impressions. These impressions must be carefully cultivated, maintained and monitored to grow your business – and you're challenged with the right way to do it.

You're not alone. Restaurants everywhere are confronted with an increasingly mobile and powerful consumer. Today's competitive environment requires operators to think about their restaurant's brand in creative ways to keep customers coming back. The total brand experience is growing ever-more important to customers. Social media has enabled guests to quickly search online and post reviews, as well as see which restaurants their friends and family are recommending. And loyalty can be difficult to build today, as the economy has forced consumers to make decisions based on price and value.

What do you do? Restaurant operators can combat the tide of social media and mobility by using those tools to their advantage: Monitor the social media streams to see who is saying what about your restaurant. Enable your restaurant's website to take online orders. Establish a creative loyalty program that identifies and rewards your best customers.

We can help. As the leading single-source provider of restaurant technology in the industry, NCR can do more to help you. The NCR Aloha solution easily allows you to transform your operations and interactions with your guests and staff and build a better, more connected business.

Let's get started. Our consultative approach will ensure you get the most out of your technology investment. Together, we will examine your restaurant's operations, determine the pain points and look at your goals. We'll follow by reviewing which components of NCR Aloha will best meet your needs and recommending a solution set that enables you to achieve your objectives – creating raving fans of your brand, stimulating repeat business and most importantly, having a positive impact on your restaurant's profitability.

Why Customer Engagement is Good for Your Business:

A 5% improvement in customer retention can increase profits by 25-125%.

It costs 5 – 9 times more to obtain a new customer than to keep an existing one.

77% of U.S. consumers said they would "connect" with a restaurant via social media to learn about discounts.

The number of U.S. consumers choosing restaurants with frequent diner programs has increased to 31% from 23% over the past two years.

When a friend posts something on their news feed about a brand, consumers are twice as likely to remember the business and four times as likely to purchase from them.

Sources: Technomic, "The Ultimate Question: Driving Good Profits & True Growth" by Fred Reichheld

NCR *Aloha*

Solution Components Include:

Immediate Feedback: A relationship management tool that enables you to identify patterns of customer feedback, receive server-specific analytics tied to your business, and additionally, better understand which social media channels most customers are using to spread the word about your brand.

Loyalty and Stored Value: Stay connected with your customers even after they leave your restaurant. Utilize flexible, customizable reward and bonus programs that also allow you to identify your best guests.

Digital Signage: Leverage your brand and engage your customers, as well as benefit from operational efficiencies. Control menu prices and promote new items from anywhere.

Online/Mobile Ordering and Reservations: Enabled straight from your website, ensuring seamless integration with the store. Customers can make reservations for your restaurant. Or your guests can order and pay online, later picking up their meal at your restaurant, easily and conveniently.

Order Confirmation Displays: Increase your order accuracy, improve your speed of service and visually feature cross-sell suggestions.

Why NCR?

NCR is the global leader in hospitality technology solutions, serving businesses in the restaurant, events-based venues and entertainment industries. We help our clients transform their operations and interactions with their guests and staff. From increasing speed of service to attracting, retaining and engaging customers, our solutions help our clients build better, more connected businesses.

NCR Aloha

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