



## It Just Works!

The POS System that gets the job done



## viGuest Loyalty

viGuest, the onePOS loyalty program, provides the capability to reward loyal customers based on their behavior. viGuest is a point-based rewards program that allows you to customize how loyalty points are earned and redeemed. The setup provided is extremely configurable. In its entirety, the onePOS loyalty solution offers various ways to configure, track usage, and monitor loyalty metrics; and the solution is customized to fit what is best for you and your location.

### Flexible and Easy to Use

Promotions that can be offered to loyal guests include simple programs such as: purchasing three appetizers and receiving a free entree, buying ten coffees and getting the eleventh for free, and buying two bottles of wine and receiving a complimentary glass on the next visit. viGuest also supports earning and redeeming unique menu items in beer or wine club. This way the customer can only earn points for certain items one time. The setup for this feature is easily configurable to meet your restaurant's needs. Once loyalty is activated for a restaurant location, the remainder of the setup process is completed through the onePOS back office software and the oneMetrix cloud.

### Constant Contact

Constant Contact can be used along with onePOS guest data; this feature lets you send E-Mails to guests that match certain criteria - like anniversaries and birthdays.

### Sharing and Easy Lookup

Loyalty accounts can be shared for multi-unit locations so that customers can sign up and earn and redeem points at multiple sites. Account lookup can be performed quickly at the POS or in the cloud so that you can locate their customers in-house or off-site. You may also assign cards to and edit guest data using this feature. Customer behavior is tracked through utilizing the onePOS Cloud Reporting features since everything is integrated. With reporting, you can also determine what programs to push for future sales.

### Card or Cardless

Restaurants can go virtually cardless by allowing employees to search for guests by their phone number or email address (instead of using a card number) when executing loyalty transactions. This feature is configurable by dining area, so that you can go cardless at the bar but require cards in the main dining room.

## Sign Up Made Easy

onePOS also provides various online tools and both iOS and Android apps for viGuest. There are two sign up tools that allow you to provide a way for your customers to sign up for the program either at an iPad or a terminal. This allows you to provide your customers with a way to sign up for the program without having to find a server to sign them up at the POS. onePOS also provides customers with an app and a website to login to and

view their rewards and transaction history. Therefore, customers can track their own behavior and view the menu items that they have earned and redeemed, and that are available for them to earn and redeem.

The app also allows your customers to filter and rate the items in your loyalty programs, further engaging and encouraging them to return.



## Highlighted Features

- Reward loyal customers based on their behavior with the onePOS loyalty solution.
- Share loyalty accounts in a group of restaurants.
- View customer account history in any browser.
- Custom-defined earning/redemption rules - as easy or complex as needed.
- Earn and redeem unique menu items - i.e. beer club, wine tour, etc.
- Various tools, in-house and online, for signing up new customers and locating existing ones.
- Reporting to track customer behavior.
- Export customers to Constant Contact for emailing.
- Cardless system capable.
- Android and iOS customer apps to engage your customers. Reading which shows all open tickets by item type. Useful for tracking buffets or all you can eat checks.