

### RPOWER Loyalty & Gift Cards

The **RPOWER** Loyalty and Gift Card programs associate an electronic ID (Swipe Card, bar code, account number) with an account stored in a central database and accessed over the Internet. Each account maintains two separate balances, a cash balance and an accrued point balance. The combination and use of these two balances defines the particular type of customer relationship program offered by an establishment.



### Loyalty/Frequent Diner Program

The restaurant assigns a point value for each dollar spent in its establishment. Customers accrue rewards points over time with their purchases. Both accumulation and redemption values can vary according to day of week and time of day. Points are converted to discount dollars available for redemption on future purchases.

### Gift Card Program

A customer can purchase a gift card at one location, increase its balance at another location, make purchases at all locations. **RPOWER** gift cards may also be made available for purchase on-line.

### VIP/Discount

A VIP/Discount Program associates an automatic, pre-selected discount on specified items for program members. A restaurant may sell or give the cards to selected patrons. **RPOWER** tracks how these discounts are used for each VIP/Discount Card Member.

### Promo Card / Single-Use Coupons

A Promo Card gives the customer either a full or partial percentage discount, up to a limit, and is deactivated upon use. A Promo Coupon is a Promo Card number printed on a label for mailing, or included in an email, along with a 4-digit security code to prevent unauthorized use.

### Debit/Prepay Card

The Debit/Prepay Program is designed to be used in corporate, school and hospital cafeterias, coffee shops, and other high-volume, repeat customer establishments. Customers purchase desired amounts, and the balance is deducted over a period of time through consistent usage.

### Gift & Loyalty Partners

**RPOWER** interfaces with a wide variety of third party gift & loyalty providers. Ask your local **RPOWER** Dealership for more information.



## POS Partners

Redefining Point of Sale