



POS Solutions since 1985

Frequent Diner Module

You work hard to build your customer base. Let Profittek help keep them coming back.



- Do you have similar competitors close to you?
- Do many of your customers work near your establishment?
- Do you entertain some clients regularly?
- Do all your customers come in at once?
- Do you want to understand more about your customers buying habits and preferences?
- Do you know where your clients take their friends and relatives?
- Do you have corporate customers with large transaction volumes?



About Profittek Frequent Diner

Profittek's Frequent Diner Module is an add-on application designed to track customer purchases and allow you to reward your most loyal and profitable customers. Clients are issued a card with a Frequent Diner Number. When the card is issued the customer's contact information and a range of demographic information may be recorded. When the customer orders, the server records the frequent diner number and the system awards points for purchase, either based on the total expenditure or the number of items purchased. The accumulated points may be redeemed on designated food or gift items or, the system may award a free item for every X number of items purchased.

InfoSpec Systems Inc.

Head Office
108-2688 Shell Road
Richmond, BC V6X 4E1

Vancouver 604 248 2348 / Toll free 866 248 0333
Calgary 403 248 2348 / Toll free 888 463 6696
Edmonton 780 489 3600
Toronto 905 944 1647 / Toll free 877 944 1647
Email info@profittek.com

Special Discounts

Each customer or demographic group may be assigned a different price level or discount rate in addition to, or instead of, awarding points. Events can be created where bonus points are issued, or special redemption are offered, for certain items. Items may be exempted from either point issuance or redemption as appropriate,

Profitek Frequent Diner helps you earn more

- Know what your regular customers are buying and when. Adjust offerings to maximize profit. Award extra points on high profit items.
- Use frequent diner program to promote new items ,events or services.
- Sell Through items before they are stale by offering special redemption.
- Reward frequent diners for coming early or late and increase RevPASH without expanding.
- Customers buy more or buy for their friends when they are near redemption.
- Customers will return more frequently to establishments where they earn rewards.
- Plan special events for your frequent diners. Stay in contact with them on a regular basis. Invite them to bring their friends for a Birthday or anniversary party and earn bonus points.

Frequent Diner Features

- Complete customer information fields including 9 user definable demographics fields.
- Easy Batch account generation and modification for corporate groups
- Group customers by type, e.g. VIP, tour group.
- Set expiry dates for both membership and points redemption.
- Easily activate or deactivate existing members.
- Easy correction of points missed or mis-assigned.
- Print customer list by name, ID number or demographic criteria.
- Drag and drop setup of items for issuance and redemption
- Set up item specials for both issuance and redemption.
- Manual, MSR or scanned entry of FD number
- Easy redemption of items directly from order entry screen.
- Redeemed items shown on receipt.
- Points earned on each visit shown on receipt
- Reporting on Top Diners, Diner Activity, Sales Analysis and Points Balance .

*** Profitek Cafe ***	
108 - 2688 Shell Road	
Richmond, BC	
Phone(604)248-2348	
Date: Sep 25, 2003	Time: 04:23PM
Server: Demo	# Guest: 1
Bill: 0906	Table : 48
1 Deep Apple Pie	Redeem
2 CHICK FL CALZONE	23.90
1 CHICK SAUS CALZONE	12.95
1 CONEY ISLAND CALZONE	12.95
1 ONIONS SAUTEED	0.95
1 CORONA	4.95
Subtotal	57.70
GST	4.04
PST	0.35
Total	62.09
Cash	62.09
Food	52.75
Liquor	4.95
FD: Brooks,Fraser (56)	