

10.0 Frequent Diner



The Frequent Diner function of MicroSale allows you to provide discounts to customers who dine at your restaurant frequently. The discount can either be based on a number of dollars spent, or based on a number of points earned by purchasing certain products. The customers can use a magnetic card at the time of purchase, or you can assign them a unique account number. Each qualifying sale will then be tracked toward the completion of a plan. Completed plans will automatically reward the customers with a discount on the next purchase that qualifies for it.

10.1 Frequent Diner Setup

STEP 1: CREATE A DISCOUNT

Create a customer discount in Discount Maintenance:

Example: Buy 5 Pastas, get 6th Free

Name the Discount: *Sixth Pasta Free*

Select the type of discount: *Discount Percentage*

What amount or percentage of the item gets discounted? *100.0*

What is the minimum access level needed to apply the discount to a check without Manager approval? *Server*

Select the report designation for the discount: *Frequent Diner*

Remove the Deduct Sales Tax checkmark if the customers in your area are responsible by law for paying sales tax on the total before the discount is applied.

Set the discount to Match With: *Category*

From the Available Items, Assign: *Pastas*

Type a Maximum Amount Allowed per Transaction, if desired.

Touch **Save** after Completed



10.2 Step 2- Plan Maintenance

PLEASE NOTE: Multiple Plans CANNOT Track The Same Menu Items or Link To The Same Discounts

10.21 Point Plan

Item List	Selected Items	Points
Drinks n Desserts	Pastas	1
Extra		
Kids Meals		
Pastas		
Pizza		
Salads / Wings		
Sandwiches		
Subs		

Create the plan associated with the discount in Frequent Diner Plan Maintenance:

Example: Buy 5 Pastas, get 6th Free

Name the Plan: *Sixth Pasta Free*

Select the Discount for this plan: *Sixth Pasta Free*

Choose the type of Plan: *Points*

Set the number of points needed to receive the discount: *6*

Choose how to assign the points – only to specific menu items, to all menu items in a certain category, or to all menu items that use a certain department: *Categories*

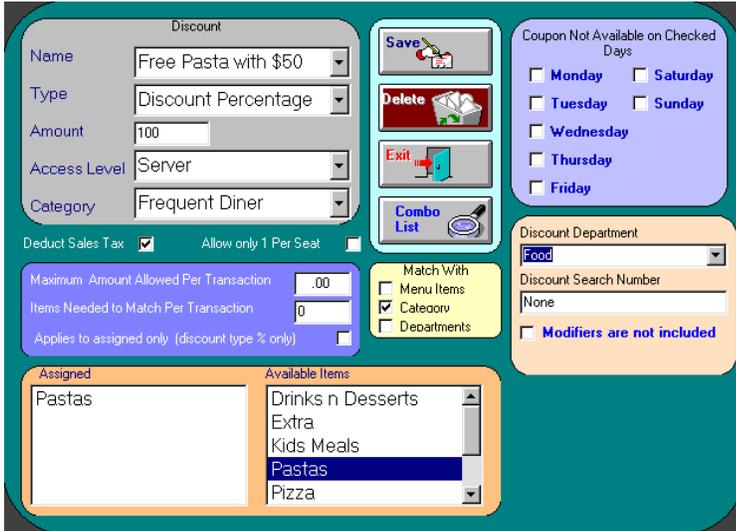
Assign the point values earned: Highlight a category in the list, and click the first empty box under the “Points” table. In the box next to it, type the number of points earned for menu items in that category: *Pastas 1*

Continue assigning all categories that apply.

Touch SAVE when completed

10.22 Dollar Plan

Set up the discount associated with the frequent diner plan. In this example, a customer can get free pasta after he spends \$50.00. The discount is set up as follows:



Create the plan associated with the discount in Frequent Diner Plan Maintenance:
 Example: Spend \$50.00 , Get one Pasta Free
 Name the Plan: *Free Pasta with \$50 Purchase*

Select the Discount for this plan: *Free Pasta with \$50*

Choose the type of Plan: *Dollars*

Set the number of dollars the customer must spend to receive the discount: *50*

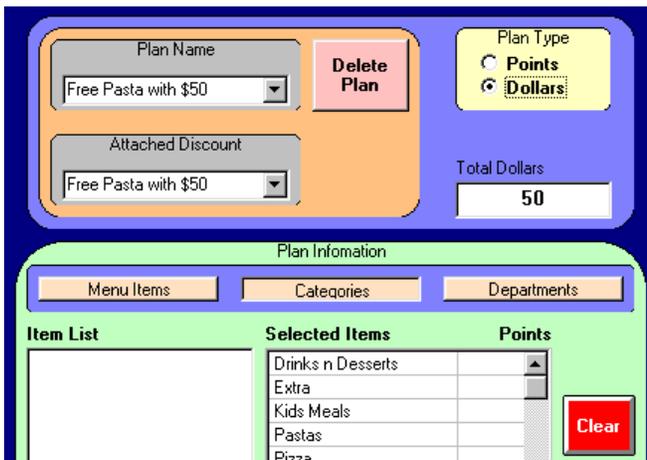
Choose which purchases qualify for the plan – only specific menu items, all menu items in a certain category, or all menu items that use a certain department:

Categories

Assign the specific Categories that qualify. Highlight a category in the list, and click the first empty box under the “Points” table.

Continue assigning all categories that apply. In this example, they can purchase any item and when the total reaches \$50.00 a Pasta is free.

Touch SAVE when completed



10.3 Adding Customers

Add Customer information to the list of Frequent Customers in Frequent Diner
Customer Maintenance:

Start Date: (Default date will be the current date)

Swipe the Customer's magnetic card or Type the account number

Start Date: 06/18/2003

Customer Name: <Name>

Address: <Address>

City: <City>

State: <State>

Zip: <Zip>

Phone: <Phone>

Account Number: <Account Number>

Available Plans

Touch plan desired in available plan list and press save. Customer information can be entered at a later time. Swipe Drivers Lic to input data.

Clear Show Keyboard Save Exit

Change Account Number

New Number: <New Number>

Change Account Number Delete Account Edit Account

10.4 Frequent Diner Orders

The cashier/ server must touch the *Frequent Diner* button on the bottom of the Order Screen **BEFORE** ringing up menu items, and then swipe the Customer's card. The order is then placed as normal, and the discount will automatically be applied if the menu items ordered complete a plan.

Adding New Customers From the Order Screen:

Touch the *Frequent Diner* button near the bottom of the screen

Touch *New Customer*

Add the customer's information.

Swipe the Customer's magnetic card or Type the account number
SAVE and Exit