

NCR Aloha Stored Value

Want to unlock customer value
with gift cards?

YES

Use stored value cards to improve restaurant profitability

NCR Aloha Stored Value helps restaurateurs get close to their customers by deploying gift card programs. This industry-leading gift card distribution and management system enables managers to strengthen customer relationships, create new revenue streams and drive repeat business. Benefits include:

- **Enhancing customer engagement**

Gift cards help retailers deepen vital relationships, making it easy for customers to give gifts, pay for merchandise and add value to their cards.

- **Improving customer insight**

NCR Aloha Stored Value integrates tightly with Aloha POS systems, providing valuable data on customer preferences. Analyze when and where cards were used, what was purchased and the average amount spent.

- **Increasing marketing ROI**

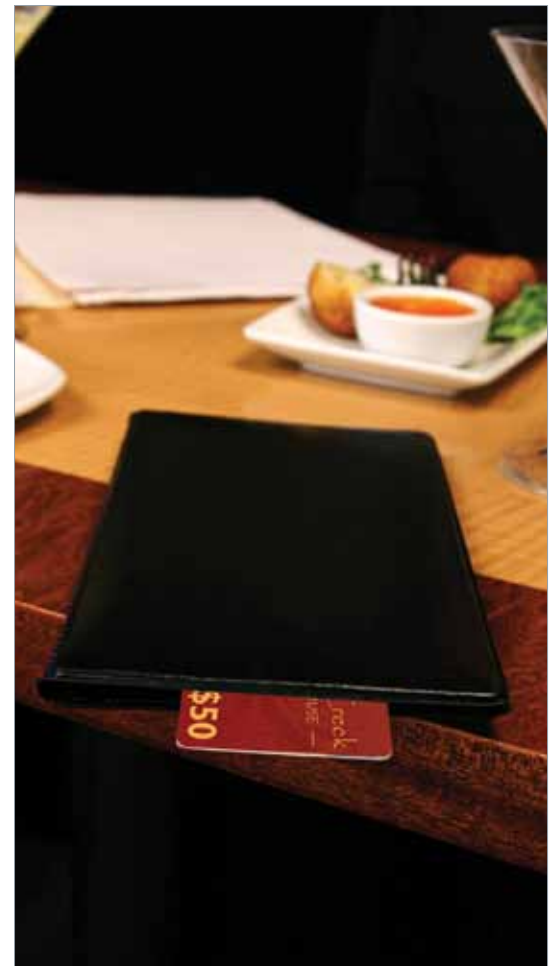
Create marketing campaigns that result in repeat business – and high ROI. Understanding your customers' behavior will help you target offers for a higher response rate.

- **Creating new revenue streams**

Offer multiple card types to build a new source of consistent and predictable revenue. In addition, gift cards turn loyal customers into active marketers of your restaurant, introducing your business to new clients.

- **Settling payments in real-time**

NCR and RBS Lynk have partnered to provide Automated Clearing House (ACH) functionality, reconciling payments across multiple sites in real-time. Multi-settlement tools eliminate the time and hassle of collecting or distributing funds between sites.



For more information, visit ncr.com
or call us at 1-877-794-7237.

- **Settling payments in real-time**

NCR and RBS Lynk have partnered to provide Automated Clearing House (ACH) functionality, reconciling payments across multiple sites in real-time. Multi-settlement tools eliminate the time and hassle of collecting or distributing funds between sites.

- **Improve profitability with card sales**

It's an open secret that customers don't always deplete gift card balances – and sometimes don't use cards at all. Whatever amounts customers don't spend accrues as pure profit to your restaurant.

- **Creating a scalable solution**

NCR Aloha Stored Value scales easily across locations, franchises – and businesses. Use gift cards to build brand loyalty for restaurants and other businesses, such as associations and cooperatives.

- **Increasing operational control**

Transfer, reconcile and verify gift card funds automatically, streamlining customer interactions. Meanwhile, on the back end, managers can monitor operations and revenues closely with real-time enterprise-wide reporting capabilities.

- **Rapidly deploy a gift card program**

NCR Aloha Stored Value can be instantly deployed and activated and requires no additional hardware. The Terminal Edition supports multiple POS platforms, enabling you to reduce upfront investment costs.

- **Leveraging powerful sales tools**

Process card sales and redemption with near-real-time authorization, support a wide variety of refund types and provide card balances on customer receipts. NCR Aloha Stored Value makes it easy to do business with your customers.

Key Features

- A scalable, multi-site gift card distribution and management solution
- Multi-settlement tools automatically transfer, reconcile and verify gift cards at any store location
- Use the POS system to ring sales, add value to existing cards and process a variety of refund types
- Provides real-time reports in a variety of formats and delivers them to recipients via email
- The Terminal Edition integrates seamlessly with any POS system
- Seamless synchronization between stores keeps card data current

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 Stored Value

NCR continually improves products as new technologies and components become available. NCR, therefore, reserves the right to change specifications without prior notice.

All features, functions and operations described herein may not be marketed by NCR in all parts of the world. Consult your NCR representative or NCR office for the latest information.

All brand and product names appearing in this document are trademarks, registered trademarks or service marks of their respective holders.

© 2012 NCR Corporation Patents Pending

EB10540-0612

www.ncr.com