



## Brink Loyalty. Create a Fan Base and Connect with Customers in a Personal Way.

Strengthen relationships with recurring customers and attract new customers with this powerful and flexible loyalty program **built into your point of sale.**

# Stay in constant contact with your guests and engage them in a personal and relevant way.

- Brink Loyalty allows your restaurant to connect with customers across all order channels.
- Reward your guests for supporting your brand and create customized:
  - Points Based Plans
  - Visit Based Plans
  - Item Based Plans
  - Lottery Style Rewards
  - Bonus Events
- Promote mobile ordering during non-peak hours to boost sales.
- No need to download an app.
- Your menu only needs to be set up once.
- Economically friendly compared to other vendors.

## ▶ **LOYALTY BUILT INTO YOUR POS**

The Brink POS Loyalty module is built into your point of sale. The cloud-based design enables real-time reporting and enterprise management.

## **A SEAMLESS EXPERIENCE**

- ▶ Brink's loyalty program allows for real-time access to the latest promotions across all restaurants and order channels for a perfect guest experience.

## **TAILORED OFFERS**

- ▶ Create engaging campaigns through valuable customer data and insight gained by Brink Loyalty. Your customers will love that their rewards are relevant and personal based on their specific preferences and order history.

## **SURVEYS AND EMAILS**

- ▶ Automated emails and guest surveys keep your customers engaged, increase the number of recurring visits, and improve customer satisfaction.

## **FLEXIBLE CONFIGURATION MANAGEMENT**

- ▶ Configure your loyalty program once, and its instantly available in store, online, and mobile, or design promotions to drive revenue in a specific store, at a specific time, across a specific order channel.

## ▶ **DATA & ANALYTICS**

With real-time reporting, analyze the success of your marketing efforts, with the ability to make decisions and adjustments on the fly.

**“WE WENT THROUGH EXTENSIVE DEMOS WITH MULTIPLE POS PROVIDERS, AND THE FACT THAT PAR’S BRINK POS LOYALTY IS BUILT INTO THE POS AND NOT JUST INTEGRATED TO IT WAS A HUGE BENEFIT TO OUR BUSINESS MAKING IT A SIMPLE DECISION.”**

— Richard Graeter, CEO, Graeter's Ice Cream



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