



RESTAURANT OPERATIONS

Guest Services Solution

The MICROS Guest Services Solution (GSS) is designed to be a single source, all-in-one guest marketing system. Implement a Frequent Diner program and track guest preferences to build a loyal following that comes back more often. Sell gift certificates or gift cards and easily tack redemption.

The MICROS GSS program helps you build loyal and repeat customers seamlessly with the MICROS 3700 Point-of-Sale system.

Key Benefits

- ▶ Build a Guest Information database of your loyal customers
- ▶ Set up multiple promotional offers to keep guests coming back
- ▶ Establish times of day or day of week promotions to fill "softer hour" seats with guests
- ▶ Create marketing programs in-house
- ▶ Import guest information from most other programs
- ▶ Configure POS printers for coupon printing

Guest Loyalty

- ▶ Have multiple bonus programs active at the same time
- ▶ Implement programs to target multiple customer groups
- ▶ Easily add/edit points for guests
- ▶ Utilize restaurant branded loyalty cards for guests
- ▶ Offer instant, on-the-spot awards or next visit awards



Screen shows customer's order history, making it easier to add menu items.

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Delivery/Carry Out

To increase efficiency and build a strong delivery/carryout business, you must streamline the ordering process. The GSS Delivery/Carryout Module allows you to:

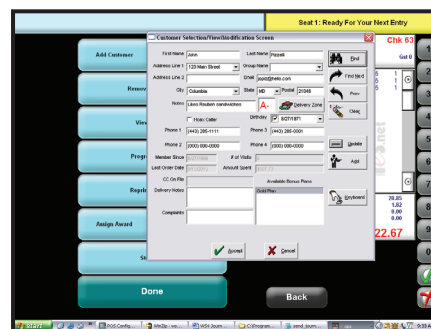
- ▶ Print address and delivery information on the POS guest check
- ▶ Store order details
- ▶ Retrieve delivery information for repeat customers
- ▶ Enter additional “notes”
- ▶ Previous order recall
- ▶ Target delivery time
- ▶ Caller ID functionality

Accounts Receivable

- ▶ Create house accounts to encourage guest loyalty and more frequent visits
- ▶ Manage house accounts with real – time posting, bill creation and invoicing

Gift Certificates / Gift Cards

- ▶ Initiate an easy-to-use gift certificate/gift card management program
- ▶ Guests can purchase and redeem gift certificates/gift cards quickly
- ▶ Track liability of outstanding gift certificates



Screen shows adding a customer to the guest check.

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