



Gift Cards & Accounts

[Optional Module]

Sales of gift cards and gift certificates can have a significant impact on revenues, especially considering that redemption rates run as low as 60%. Gift Cards also boost name recognition and repeat visits. Restaurant Manager offers two alternative approaches to managing sales of gift cards and certificates.

The Accounts Module

The Accounts Module makes it easy for independent restaurants to manage sales and redemption of gift cards and certificates. With the Accounts Module generating and selling a gift card is as easy as selling a drink. The system automatically takes care of everything from tracking account numbers to processing the cards and certificates when they're redeemed.

The Accounts Module also works well for clubs, universities, hospitals and other institutions where customers or staff are allowed to charge food and drink to individual accounts. Accounts may be controlled with credit limits and expiration dates, etc. Invoices and reports can be issued at the touch of a button and the system can be configured to automatically issue periodic invoices or deduct account charges from payroll.

Online Gift Cards

Multi-store chains that wish to track sales and redemptions of gift cards in real time, rely on Restaurant Manager's Online Gift Card Service, one of many integrated Web Services that work with the Restaurant Manager POS System. Seamless integration between POS System and Web Services ensures that selling gift cards is a snap. It also guarantees accurate and instantaneous processing so that gift cards may be redeemed in any location immediately following purchase, regardless of which store issued the card.

Key gift card features in the Gift Cards and Accounts module include:

- User-defined certificates and gift cards
- Multiple gift certificate types and templates
- User-defined expiration dates, exceptions & limitations
- Simple two-touch or "swipe" sales process
- Instant recall of details on any individual account
- Automatic real-time tracking & reporting
- Works with ASI's Customer Loyalty program for special discounts & promotions



Independent restaurants that wish to sell gift certificates online also rely on Restaurant Manager's Online Gift Card Service. Restaurants that sell online gift certificates not only generate more revenue they also see more return visits to their website and to their restaurant, itself.



Gift cards can be a high-margin profit center that also helps you win new customers.