



iCare Customer Relationship Management

The MICROS iCare Solution provides a suite of CRM modules that deliver a 360° view of your customer's activities. All the activities are tracked and controlled from a central database allowing you to recognize your core customers (most frequent and highest spending), as well as methods to attract and measure the development of new customers or less frequent customers, bringing them into your core customer base. By bringing your POS and CRM database together as a single solution, MICROS is able to provide you the tools to improve the return on your marketing investments.



Back Office, Business Intelligence,
Customer Relationship Management,
Enterprise Support Solutions, Hardware,
Point-of-Service, Restaurant Operations,
Service Solutions



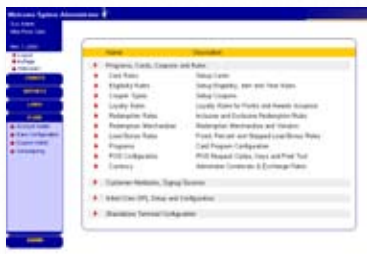
LOYAL CUSTOMERS ARE YOUR GREATEST ASSET

A Centralized, Integrated Solution

- 1 Implement POS-based loyalty programs to support “4 Walls Marketing,” creating an experience for customers
- 1 Implement POS-based cashless payment programs that support gift, debit and credit cards
- 1 Develop methods of identifying and building a database of new and existing customers
- 1 Provide methods to communicate with prospective customers and stay connected with existing customers
- 1 Analyze existing customer purchase activities down to the menu item level
- 1 Benchmark marketing metrics (Recency, Frequency, and Monetary Matrix)
- 1 Create relevant campaigns and promotions to provide the right offers to the right customers
- 1 Create mailing lists
- 1 Provide services to integrate iCare with your website
- 1 Provide output to outside marketing and CRM support services

Enterprise Web Functionality

- 1 iCare provides online functionality
 - The mycard.net website offers:
 - Review of account balance, transactions, and awards
 - Registration of customer details
 - Website can be hyper-linked from the existing organization’s website
 - mycard.net can be designed to match the look and feel of the organization’s brand
- 1 iCare Account Administration offers:
 - Easy replacement of lost cards, with transfer of balance and customer details
 - Card balance adjustment
 - Online awards can be applied to an account
 - Update of customer information
- 1 iCare Web Services offers:
 - Organizations can create a custom iCare website offering multiple functions, such as:
 - Cards can be issued or sold
 - Card balances and transaction can be viewed
 - Customer information can be updated
 - Balances can be adjusted



A customer relationship module that provides an easy way to create and monitor loyalty programs

Gift Card/Stored Value Card

- 1 Issue/sell cards with open or preset values
- 1 Redemption of card values through tenders or discounts at the POS
- 1 Add value, cash-out, or transfer balances and customer data from one card to another
- 1 Look up gift card accounts by name or phone number
- 1 Apply service/maintenance fees to inactive cards
- 1 Centrally manage and control the issuance and redemption of stored value card programs across your organization

Loyalty- Reward & Recognition Programs

- 1 Points- based programs to build customer loyalty
 - Offers multiple award types
 - Program options can be location specific
 - Additional program options include:
 - Time sensitive promotions to build frequency during specific time periods or day parts
 - Bonuses or limitations during a specific date range, day of week, or time of day
 - Promotions to increase the trial of new menu items
- 1 Customers can be rewarded by:
 - Coupons that can be used during subsequent visits
 - Awarding monetary amounts to the customers’ account
 - Applying an “on-the-spot” discount during a customers’ transaction
 - Elevate a customers’ status from one program to a higher level program

Campaigning- CRM+

- 1 Integrates the iCare card database with additional marketing functionality & analysis tools
- 1 Allows for direct email marketing, which can reduce the need for a third party investments to maintain email marketing
- 1 Create and use your own custom artwork
- 1 Email serialized coupons with expiration dates to encourage customer visits and spend
- 1 Offers email campaigns that are robust, targeting multiple segments of your customers, such as:
 - By zip code
 - By frequency of visit
 - By Menu Items purchased
 - By birthdates
 - By locations visited, plus many more!
- 1 Reporting tools to review email open rates and unsubscribe requests
- 1 Redemption and status reporting of for coupons
- 1 Additional reporting options to determine the success of each campaign and the behavior of your customers



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