

Gift and Loyalty Advanced Cloud Service

Oracle Hospitality Gift and Loyalty Advanced Cloud Service is a comprehensive platform, enabling fast implementation of proven, business-building strategies based on stored value, loyalty, and promotions management. Established integrations with Oracle's industry-leading point-of-sale (POS) solutions connect marketing programs to checkout, so guests can collect and redeem rewards, coupons, and card balances quickly and accurately—while allowing you to gather valuable transaction and demographic data.

ENGAGE WITH LOYAL CUSTOMERS AND GATHER VALUABLE DATA

To stand out from the competition, food and beverage (F&B) operators must be able to create marketing programs that truly appeal to their guests and their markets. The ability to create and execute a flexible marketing strategy that combines discounts and coupons, loyalty programs, and stored value cards provides operators with a powerful platform for business success.

Operators also need access to gather valuable guest data—both transactional and demographic—to help build an understanding of the customer base.

Oracle Hospitality Gift and Loyalty Advanced Cloud Service enables you to do all of these things. As part of the Oracle Hospitality suite, it provides seamless integration with your POS to offer a scalable, reliable foundation for your enterprise.

CREATE INNOVATIVE GUEST LOYALTY PROGRAMS

Loyalty programs are an effective strategy for guest retention and acquisition. Being able to identify, reward, and retain loyal guests can have a big impact on your revenues and business success.

With Oracle Hospitality Gift and Loyalty Advanced Cloud Service, you can create loyalty programs that suit your specific market requirements. The most-common programs include points per transaction or visit, or points by spend. The guest can then be rewarded with the following:

- An automatic discount applied to transaction
- A coupon issued at the POS for later use by guest
- Stored value added to the card for later redemption

KEY FEATURES

- Flexible loyalty programs tailored to suit the needs of your guests
- Unique coupon creation supports promotion of your business while protecting against fraud
- Stored value and payment cards for guests and employees
- Market segmentation and trend analysis to drive your business
- Web services that enable guests to join loyalty programs and manage accounts using your website
- Central program management and support for location-specific offers
- Detailed reports that deliver insight into program efficacy, transactions, and guest data
- Cloud service available for all Oracle Hospitality POS systems

Other options include discount cards that automatically apply a percent or an amount reduction each time the card is swiped or “category” club card schemes in which points are earned if a certain item is purchased.

USE DISCOUNTS AND COUPONS TO PROMOTE YOUR BUSINESS

Discount codes or coupons can play an important role in helping to promote your business. Oracle Hospitality Gift and Loyalty Advanced Cloud Service enables you to create uniquely serialized codes and coupons. When created in bulk, these coupons can be used in high-volume marketing campaigns. When created on an ad hoc basis, they can be used individually, for example, to credit a dissatisfied customer. Coupon validation occurs during redemption; the discount calculation is automatic and applied to the transaction. Oracle Hospitality Gift and Loyalty Advanced Cloud Service verifies whether the coupon has been used, has expired, or correctly applies to the store and the transaction—all of which helps protect your margins.

GIFT AND PAYMENT

Oracle Hospitality Gift and Loyalty Advanced Cloud Service includes many options for gift cards, stored value cards, and payment cards. Oracle Hospitality POS systems can be used to sell and reload cards, redeem and transfer account balances, and link guest information.

With Oracle Hospitality Gift and Loyalty Advanced Cloud Service, companies can issue and maintain traditional stored value cards, otherwise known as gift cards. Another payment option is “spend or lose” debit cards in which accounts are credited and automatically reloaded with a set value at a specific frequency. This includes, for example, employee cards that will only reload with US\$30 weekly, regardless of the amount redeemed.

Oracle Hospitality Gift and Loyalty Advanced Cloud Service also provides support for credit programs or payment cards. In a credit program, guest purchases are accumulated on the card or in the account. The business can then use its existing accounts receivable system to invoice the guest at the end of the billing cycle.

REPORTING FOR MARKETING AND PROGRAM MEASUREMENT

Oracle Hospitality Gift and Loyalty Advanced Cloud Service offers more than 30 reports, providing information and insight on a program’s effectiveness. A user can quickly review high-level performance metrics and drill down to individual transactions. Additional filters can be applied to analyze by location and across select date ranges.

The “Top Loyalty Customers” report, for example, provides a consolidated view of a company’s most-loyal guests and makes it easy to export that list for use in e-mail, SMS, and direct mail marketing campaigns.

Other reports include the following:

- **Gift, Payment, and Loyalty Activity.** Provides the number of customers active during a specified date range.
- **Top 100 Customers.** Shows the top customers by total visits or total spend.
- **Customer Visits.** Reveals customers who have visited one, two, three, or four or more times.
- **Coupon Status.** Displays status of coupons issued during a specified date range.
- **Reversals.** Highlights potentially fraudulent transactions.

KEY BENEFITS

- Increase revenues by improving guest visit frequency and spend
- Improve business planning and marketing by leveraging guest demographics and transaction history
- Maintain a fast, smooth guest experience with automatic, reliable management of loyalty points and discounts
- Minimize administration by allowing guests to manage their accounts online
- Reduce additional overhead costs from third-party CRM providers
- Measure and report on ROI through integration with Oracle Hospitality POS systems and Oracle Hospitality Reporting and Analytics Advanced Cloud Service

ORACLE®

ONLINE GUEST ENGAGEMENT WITH WEB SERVICES

To maximize registrations and optimize engagement, F&B operators can extend loyalty programs to their guests online. Using web services, operators can develop extensions between the customer relationship management (CRM) database within Oracle Hospitality Gift and Loyalty Advanced Cloud Service and their own websites, enabling content to be displayed to guests. Guests can visit the operator's website and register using data such as location and birthday, and then use the website to view account balances, transaction history, and rewards.

SCALABLE AND TRUSTWORTHY

Consistency is a major challenge for F&B operators, especially when it comes to service. With Oracle Hospitality Gift and Loyalty Advanced Cloud Service, you can be certain that loyalty programs and discounts are replicated across the entire enterprise and that no core functionality is lost upon integration with your POS system. In addition, the seamless integration ensures that the software does the work, eliminating the need for extensive staff training and manager approval for discounts.

A CENTRALIZED CLOUD SERVICE

Oracle Hospitality Gift and Loyalty Advanced Cloud Service is a scalable enterprise cloud service, which means that it provides a centralized database of CRM data that managers can access across the business. This ensures that discounts and loyalty programs are consistent and recognized in every location, while local offers can also be created and run to suit specific sites. The centralized database enables managers to access reports from anywhere, providing insight to the performance of discount and loyalty programs across the operation.

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Integrated Cloud Applications & Platform Services

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- Oracle Hospitality Symphony Cloud Service
- Oracle Hospitality Symphony First Edition Cloud Service
- Oracle Hospitality RES 3700 Point-of-Sale
- Oracle Hospitality e7 Point-of-Sale
- Oracle's MICROS 9700 Hospitality Management System
- Oracle Hospitality Reporting and Analytics Advanced Cloud Service