micros®

iCare

Loyal customers
are your greatest asset

The MICROS iCare Solution provides CRM functionality that delivers a 360 degree 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 iCare CRM database together as a single solution, MICROS is able to provide the tools to improve the return on your marketing investments. Direct integration to MICROS POS systems provides real-time, stored value loyalty tracking with coupon issuance and redemption, for a customer rich POS experience.

The MICROS iCare solution sits on top of MICROS mymicros.net solution, using the portal for iCare configuration, administration, and reporting. iCare combined with mymicros.net business intelligence leverages rich data, allowing you to track valuable customer information, such as transactions, frequency, locations visited, amounts spent, all the way down to actual items purchased in real time.

Full online functionality supports "4 Walls Marketing," to create an experience for customers that encourages purchasing activities and provides awards for their behavior. iCare provides a standard website for existing customers to easily manage their stores value and loyalty accounts, as well as available coupons. Through this site customers may also register their account and review balances and previous transactions. iCare also offers web services for a fully custom customer facing website for account creation and management.

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360° view
of your customer s activities

When using third party vendors to provide a CRM Solution, restaurant operators find there is a separate service cost and administrative overhead providing a daunting task for integrating, managing, and supporting disparate pieces. iCare addresses these challenges to help you deploy customer-centric strategies to enhance customer satisfaction with a centralized, integrated POS solution allowing you to develop methods of identifying and building a database of new and existing customers. Customer purchase activities can be analyzed down to the menu item level to help create relevant campaigns and promotions to provide the right incentives to the right customers at the right time.

iCare campaigning takes CRM to the next level; the iCare database allows for direct email marketing but can also integrate store level marketing with email marketing functionality, analysis tools, and reports. Robust email campaigns with custom artwork can target multiple segments of your customers by zip code, frequency of visit, menu items purchased, birthdates, locations visited, plus more! Serialized email coupons with expiration date can be included to encourage customer visits and spending. Reporting tools allow you to review email open rates and unsubscribe requests, redemption and status of coupons , as well as provide metrics for determining the success of each campaign.

Gift and stored value cards can be issued and sold with open or preset values and redeemed through tenders or discounts at the POS; fees can be applied to inactive cards.

Loyalty builds and helps to maintain repeat customers. iCare loyalty provides a number of options to influence customer behavior and drive frequent customers.

Coupon Offers can be used as awards for loyalty members based on customer purchase behavior or ad hoc promotional offers for loyalty customers. Coupon redemption, validity, discount amount and when the coupon may be redeemed are controlled above store by iCare, eliminating the need

for manager intervention. These types of controls help to keep the costs of marketing promotions down and are great tools for loss prevention. Coupons may also be issued in bulk for promotions outside of a loyalty program, such as a one day print offer or a viral coupon that may be posted on Facebook.
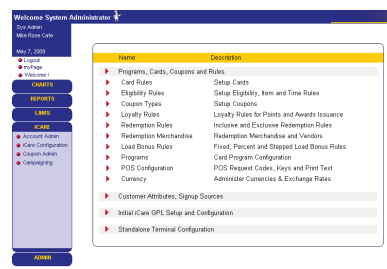
A customer relationship module that provides an easy way to create and monitor loyalty programs

Find out more about how MICROS can help you grow

Get in touch with us for more information or to schedule a demo and consultation appointment.

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Profit From:

- Control cost of marketing offer
- Increased customer visits and spending as a direct result of targeted marketing
- Lower cost of ownership as only one entity is required for comprehensive CRM
- Direct email marketing, reducing the need for 3rd party investments to maintain email marketing