

Community Involvement

Nothing says customer service like community involvement. Phoenix's "customer group" tracking feature lets you associate a customer with their favorite non-profit and track all the sales for the non-profit over any time period you specify. Encourage these customers to send their members to your restaurant, and you'll give them a rebate for their charity or other non-profit group.

Marketing with Phoenix POS is a simple, fun way to add to your profit margin. With inventory, remote access, custom reporting, easy order taking, delivery, and multi-store features, Phoenix is the all-in-one system that delivers business success to your restaurant.

Market your Business Online

With integrated on-line ordering, it's simple to promote order taking right from your Web site! Phoenix uses our open-standard WebOrder Pipeline™ to accept on-line orders, process credit cards securely, and automatically print those orders on the makeline. Save labor, improve accuracy, and enhance customer service by offering on-line ordering from your existing Web site!

Group Name	Total # of Orders	Total Sales	Avg. Order
Total	59	\$2052.07	\$34.78
Shear Camp	0	\$0	\$0
Boy Scouts	48	\$1801.87	\$37.54
Bethany Church	7	\$192.60	\$27.51
Little League	0	\$0	\$0
Riverside High	0	\$0	\$0
Intel Employees	4	\$57.60	\$14.40
Angels	0	\$0	\$0
Receivables	0	\$0	\$0
Add Your Own	0	\$0	\$0
High School Football	0	\$0	\$0

Boost your business and give back to the community with Phoenix's "customer group" tracking feature.

Build Your Business from the Ground Up with Phoenix™ Point-of-Sale

One of the most powerful ways to benefit from installing a Phoenix™ Point-of-Sale system are the easy-to-use marketing features that will help you build your business. Customers have seen big paybacks by following simple marketing techniques and taking advantage of Phoenix's built-in marketing tools.

Track Customers

Phoenix helps you know your customers. You can target your promotions based on their order histories, birthdays, where they live, and more. Phoenix even tracks business, lodging, and residential customers separately. Map customers to analyze where new customers or delivery orders are coming from. With all this information, you can plan inexpensive—yet incredibly effective—marketing campaigns that will appeal to your customers and keep them coming back. And Phoenix's detailed reports track the effectiveness of your promotions.

DAVID CAMPBELL
503-635-7999
18654 WILLAMETTE DR
WEST LINN, Oregon 97068
Map: I Zone: Residential customer

Order History

#	(\$)	(%)
Total orders:	0	\$ 0.00
Delivery:	0	\$ 0.00
Pick-up:	0	\$ 0.00
Other:	0	\$ 0.00
Last 30 days:	0	\$ 0.00
Last 90 days:	0	\$ 0.00
Last year:	0	\$ 0.00
w/coupon:	0	0.00 %
Av. order:		\$ 0.00
Av. discount:		\$ 0.00
Customer since:		
Most recent order:		
Favorite item:		N/A

Phoenix tracks all you need to know about your customers: order histories, birthdays, preferences, alerts, credit card numbers, and more!

“We get about a 15 to 45 percent return on marketing promotions that are based on information generated in the Phoenix system.”

— Matt Ulrey, Flyer's Pizza, Ohio

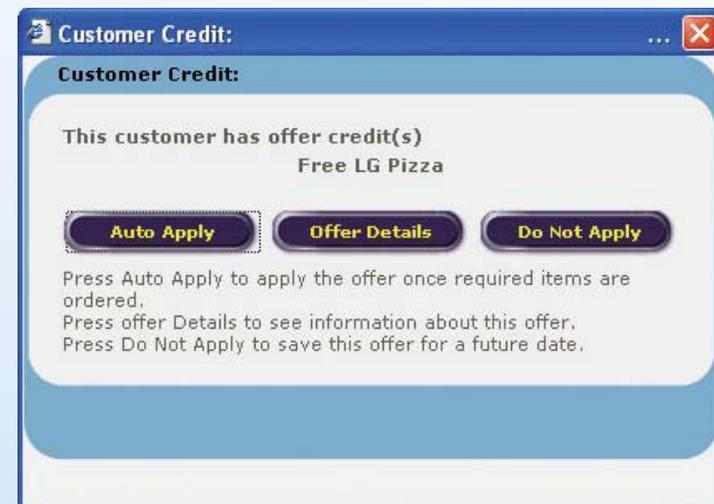
Super-Size the Service

The better the service, the better chance for repeat business. Phoenix is designed to handle unique ordering situations with ease.

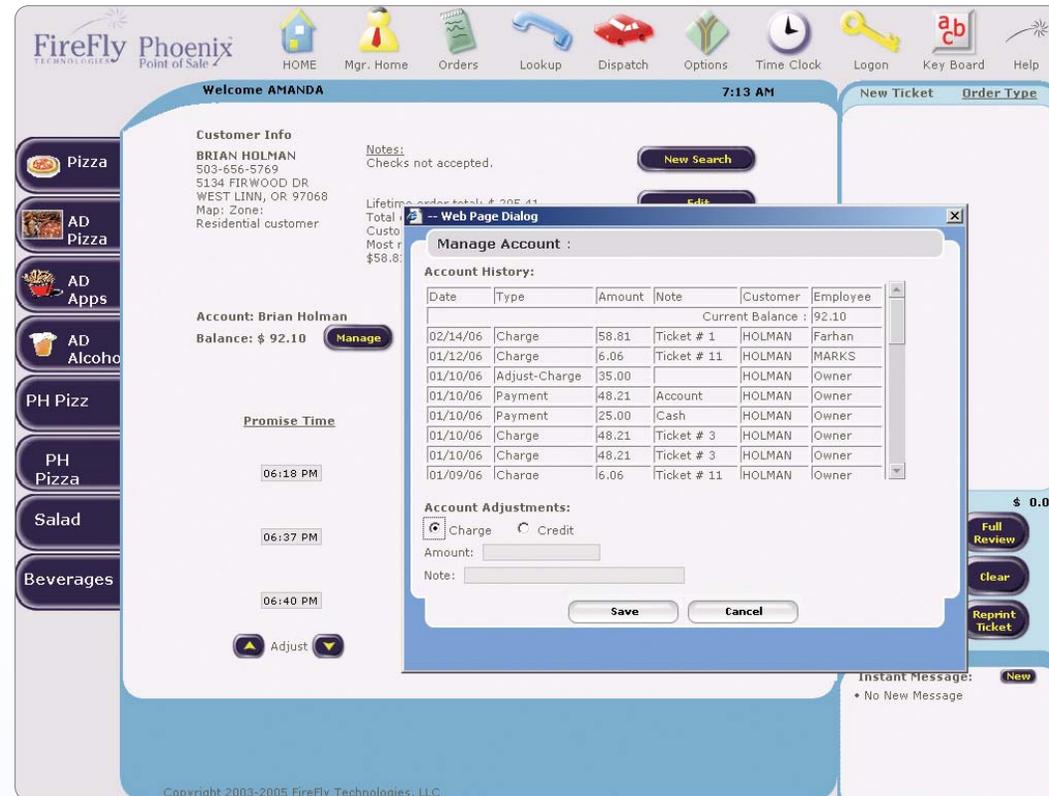
For instance, the large group order feature provides detailed subtotal info so businesses or large parties can easily split a ticket.

Customer accounts for those special customers let them “put it on the tab”; you just set up an account with a credit limit and bill customers monthly. The Phoenix customer database also stores credit card numbers, personal preferences, customer credits, alerts, and notes so you can offer world-class customer service.

Implement a customer loyalty program, so that customers can earn points for purchases. Points can then be redeemed for credit on future purchases.



Apply, redeem, and track credits for individual customers to boost customer service and marketing effectiveness.



Phoenix's customer accounts feature lets special customers “put it on the tab.” Simply set up an account with a credit limit and bill customers monthly.

Phoenix uses the latest technology to boost service even more. You can alert delivery customers with a text message on their cell phone when the driver leaves with their order. And integrated electronic gift cards and stored value cards help to boost repeat business.

Manage customer service problems, reward great customers, or track your marketing success with the powerful customer credit feature in Phoenix. Issue credits good for any range of “offer,” apply those credits automatically on the customer’s next valid order, or save them for a future date. The system automatically tracks applied credits so they cannot be re-used, and complete reporting lets you analyze their redemption rate.

Know Your Customers

Phoenix simplifies data analysis with “plain-English” search features to easily find customers for direct marketing purposes. From “lazy” customers to top customers, pepperoni lovers to those who never pay full price, customers with upcoming birthdays and customers who only order after 5 p.m., your database can be sliced and diced to maximize profit potential.

For instance, you can search customers by:

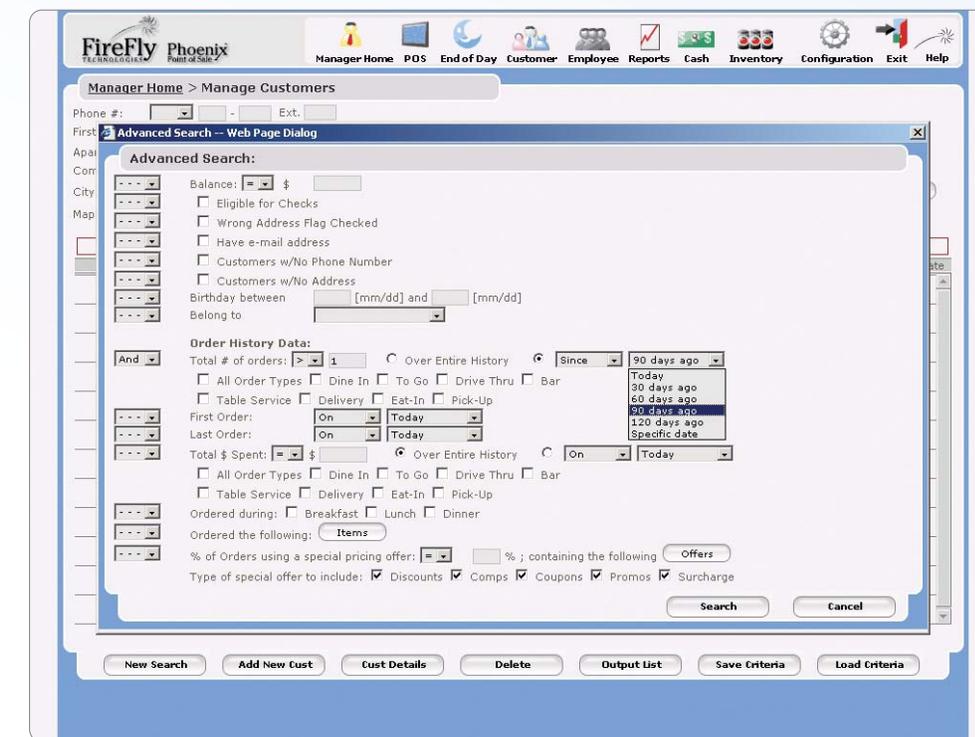
- Order type
- First order date to find new customers
- Total dollars spent over a specific time frame to thank best customers
- Time of day to cross-promote dinner to lunch customers and vice versa
- Location
- Menu items ordered or never ordered
- Coupons used or never used; % of coupon usage on orders

Promote, Promote, Promote

Once you know who you want to market to, Phoenix makes it easy to communicate with those customers. Simply output your customer list to mailing labels or e-mail, or export it to any other program. Or, “automate” your marketing by printing promotional messages on your customers’ receipts. Ideas include:

- Give a coupon after 10 appetizers ordered.
- Invite every tenth customer to take a satisfaction survey.
- Reward new customers and invite them back.
- With every Special Pizza ordered, invite customers to return within 30 days for a special deal on their next pizza or a different menu item.

Want to go even more high tech? Send customers text messages to their cell phone or e-mail for “instant” promotions.



Simplify the search with “plain-English” search features in Phoenix. Search by order frequency, order type, location, total dollars spent, and more for custom, effective direct marketing programs.