



icon engage

AS LOW AS \$5.49
PER DAY

Their anniversary
is next month

They love your menu

Wine enthusiast

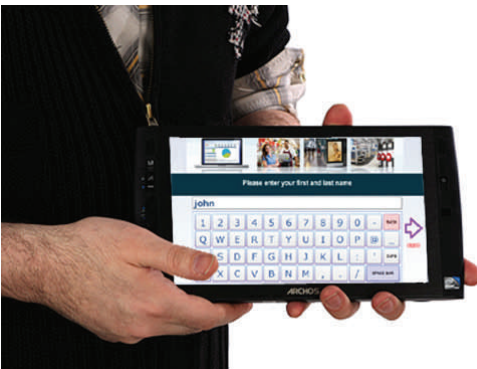
Book her holiday office
party with you

Is one of your
top 25 customers

He is having a birthday
next week

**“If you do not know who your guests are,
You better find out, and use the data.”**

**Are your customers loyal to you?
Do you have a database marketing list?
Do you know what your customers are thinking?**



How would you feel if you could build a **one to one relationship** with each and every customer to the point where they then become an advocate for your business?

Actually, with icon engage you can....

GET TO KNOW YOUR GUESTS
icon engage helps you by getting to know your guests by asking

key insights that drive Your business.

Restaurants today are finding that in order to survive they must go back to the relationship building of the good old days. In cities and towns of yesteryear, the restaurant owner or manager not only knew his guests by name but also knew their favorite menu item. This kind of relationship coupled with personalized customer service, is what keeps them coming back to you.

GATHER CUSTOMER INFORMATION

A database of customers is the most valuable asset your business has today, icon engage gathers key data at the point of experience. To build relationships with customers that engender loyalty, you must gather information, which is valuable to you and your business. For example with icon engage you can, ask guests what they really want, menu preferences, important dates (birthdays, anniversaries), wine preference, how satisfied they are, overall experience, demographics and more.

REWARD THE CUSTOMER

Michael L'Boeuf, Ph.D., author of *How to Win Customers and Keep them for Life* says his "Greatest Business Secret in the World" is:

**THE REWARDED CUSTOMER
BUYS, MULTIPLIES
AND COMES BACK."**

icon engage allows you to print personalize coupons or other incentives at the point of experience.

"My first recommendation, whether it's a single-unit operator or a large restaurant chain, is that if they don't know who their guests are, they ought to darn well find out, and be using that data."

Karen Zaniker
Lawry's Restaurant

The information you need to become more successful is right in your own backyard.

Call us today to get started!

Pricing plans available for all restaurants, no matter the size!