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*The Rewards & Surveys module is a feature-packed part of the Marketing Suite, designed to build out your loyalty program, provide meaningful feedback and much more!*

## Rewards & Surveys: For Membership Growth and Improved Performance

**INCLUDES PARTS**  
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### REWARDS

The rewards solution within this module enables complete program setup, offering guests creative and important incentives to drive increased visits and spending. Key features include multi-tiered structure (bronze, silver, gold); spending driven points; double/triple point days; cash, food or merchandise-based rewards; and linking points to desirable activities (surveys, completed profile, increased spend).

### SURVEYS

The surveys function provides the ability to deliver customized SMS surveys to members who visit based upon spending thresholds. The scoring of the surveys can dynamically drive other steps such as public reviews, real-time notifications to staff of bad surveys and staff performance management since cashiers/servers are recorded with the check and survey results. This module is also required for fulfillment of other SMS services such as text to join, visit confirmation and password recovery.

### LOYALTY REWARD & GIFT CARDS

As a key component of any rewards program, gift card (e-gift, e-wallet and mag card) capability, encompassing all aspects of our stand-alone gift card solution, is in place within this module. See Appsuite Software Product Datasheet: Gift Card Part 3276132 and Appsuite Hardware Product Datasheet: Branded Magnetic Cards for detailed information about these offerings.

### ANALYTICS

The Base Cloud Framework within this module enables provision of both analytic and accounting reports — on demand or on schedule. Reports can be produced in PDF and/or Excel formats, and each stakeholder can own a unique profile for scheduled email delivery of reports and analytics.

