

## MOBILE LOYALTY CARDS



Today's customers love loyalty cards — over three-quarters of the global consumer population holds some form of loyalty or rewards card, while 25 percent of those shoppers belong to two or three programs.<sup>5</sup>

When you give your customers a mobile loyalty card that can be stored in their mobile phones, everyone wins. Customers no longer need to remember to bring their card. Cashiers no longer have to wait while customers search for their card, increasing wait times for other customers in line. Since customers always have their loyalty card on hand, you can present special offers and discounts based on their buying preferences and available points. And the quickserve restaurant is able to personally engage with loyalty customers on every visit to strengthen the customer relationship.

### CASHIERS CAN NOW...

Scan mobile loyalty bar codes displayed on the screen of a mobile phone

### BENEFIT

- Eliminates the need for customers to remember to bring their loyalty card — it is always on hand instead of at home
- Ensures a rich customer engagement with loyalty customers on every visit
- Eliminates time spent searching for loyalty cards at the POS — and the resulting longer wait times for other customers in line
- Reduces the cost of loyalty card programs — no more printing of plastic cards
- Enables a greener loyalty card initiative



**Increase sales and strengthen the relationship with customers  
in your quickserve restaurant with the DS4308 series.**

For more information, visit [www.zebra.com/ds4308](http://www.zebra.com/ds4308) or access our global contact directory at [www.zebra.com/contact](http://www.zebra.com/contact)

**APPLICATION BRIEF**

ZEBRA DS4308-SR QUICKSERVE

1. Social Media Word of Mouth; iMedia Connection Blog; Are You Playing Coupon-oply?
2. Blue Calypso Delivers Monumental Coupon Conversion Rate for Large Tx-Mex Quick-Service Restaurant; March 4, 2014; <http://bluecalypso.com>
3. Domino's Pizza rolls out national mobile coupon program; Giselle Tsurulnik; March 5, 2009; Mobile Marketer; <http://www.mobilemarketer.com/cms/news/commerce/2768.html>
4. Domino's Mobile Push Drives Foot Traffic, Achieves 69% Redemption Rate with SMS; October 27, 1020; Mobile Marketing Watch; <http://www.mobilemarketingwatch.com/dominoes-sms-push-drives-foot-traffic-achieves-69-redemption-rate-with-sms-10675/>
5. Getting a Business Lift from Loyalty; Over three-quarters of the consumer population hold some form of loyalty or rewards card, while 25 percent of the shopping population belongs to two or three programs. (The Wise Marketer); <http://www.loyaltyleaders.org/facts.php?view=all>

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*Channel Identifier*  
*Additional Line*  
*Additional Line*

Partner  
Logo

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Address 1  
Address 2  
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www.xxxxxxxxxx.com  
Phone: 888.555.1212  
555.555.1212  
Fax: 555.555.1212

# IMPROVE CUSTOMER SERVICE, LOYALTY AND SALES WITH NEXT GENERATION SCANNING AT THE QUICKSERVE POS

## Hospitality



## THE CHALLENGE:

### The low ROI of traditional print marketing programs

In the quickserve industry, coupon programs are a staple, used regularly to drive customers into the restaurant and increase sales. But without a bar code scanner at your POS, paper coupon programs require cashiers to manually enter coupon codes into the register — a time consuming process that can quickly result in longer lines and longer wait times. In addition, you are unable to take advantage of the new low-cost high-return mobile marketing programs — including mobile couponing and mobile gift cards — that your guests are ready to embrace for the convenience they provide.

With mobile marketing programs, customers no longer need to remember to grab paper coupons or plastic gift and payment cards before they walk out the door. Instead, they are always available, stored right in the one device they never forget to take, their mobile phone. These highly cost-effective programs eliminate the high production and distribution costs associated with print-based programs — no need to print paper coupons or plastic gift and pre-payment cards. You can also say goodbye to the typical one to three percent return for paper-based coupon programs — quickserve restaurants all around the world are reporting typical redemption rates as high as 25<sup>1</sup> to 47<sup>2</sup> percent with mobile coupon initiatives.

But in order to take advantage of these mobile marketing programs, your POS will need a bar code scanner capable of capturing bar codes displayed on the screen of a mobile phone — otherwise you'll have the same problem that paper coupons create, and more. Not only will cashiers need to manually enter the bar code, but they'll need to hold your patron's mobile phone to do so, making your restaurant liable for any damage should the cashier accidentally drop the phone.

The result? Without bar code scanning at your POS, your coupon initiatives can actually translate into high costs, low returns, longer wait lines, fewer return visits and fewer sales.

# THE SOLUTION:

## Empower your POS to support mobile marketing with the next generation DS4308 scanner



**DS4308**



**DS4308P**

The Symbol DS4308 Series provides your cashiers with all the advanced scanning technology they need to scan virtually every bar code that appears at your POS.

No more exceptions. No more increased wait times. No more unhappy customers. And the support you need to offer mobile coupon programs that will drive the ROI of your coupon initiatives up, along with response rates and sales. Features include:

- **Next generation scanning performance.**  
PRZM Intelligent Imaging technology resets the bar for imaging technology by enhancing decode performance and snappiness — critical in the fast-paced world of quickserve.
- **Advanced scanning technology to capture virtually any 1D or 2D bar code, on any medium, in any condition.** It doesn't matter whether your customers present 1D or 2D bar codes displayed on the screen of their mobile phone or printed on paper or a plastic loyalty card — even if the bar code is scratched or dirty — the DS4308 Series can scan it all.
- **Easy “can't-miss” scanning — no training required.**  
With the DS4308 Series, scanning couldn't be easier. The unparalleled decode range allows cashiers to scan any bar code type at any density nearer and farther than any other scanners in its class. With omni-directional scanning, cashiers never need to align the bar code and the scanner — unlike older 1D scanners. Now, cashiers can just point and shoot, no training required — ideal for the high turnover workforce in the quickserve world.
- **Flexible models to fit your POS needs.** The DS4308 Series is available in a handheld model that can be used with or without an optional Intellistand, or a unique presentation model with a permanent base. Both options give cashiers the flexibility to choose handheld or hands-free mode on-the-fly — and can even allow your customers to self-scan bar codes displayed on their mobile phones.
- **Adjustable beeper volume and frequency tone.**  
You get the flexibility to adjust beeper characteristics for your environment — loud during busy periods and soft during slower times.
- **Simple low-cost deployment and management.** A multitude of features drive down management time and cost. All scanners in the DS4308 Series are easy to configure — smart auto-host detect cables automatically determine which interface is attached, eliminating the need to physically scan numerous configuration bar codes with each scanner. Integrated support for over 90 international keyboards makes setup easy, no matter where in the world your quickserve restaurant is located. And complimentary tools, such as 123Scan<sup>2</sup> and Scanner Management Service (SMS), enable automated and remote management.

# THE APPLICATIONS:

Everything you need to keep lines moving,  
increase revenues and return visits

## MOBILE PAYMENT/GIFT CARDS



Although your customers likely frequent your restaurant, they are in a hurry to get in, get out and get on with their day. Pre-loaded mobile payment and gift cards help them do just that. Customers can simply download your mobile application, register their pre-loaded gift card and present the electronic bar code that represents that card on the screen of their mobile phone. A quick scan pays the bill and updates their available balance. When you tie mobile payment to your loyalty program, you can easily update your customer's loyalty point balance in the same transaction. POS transactions are faster and less expensive. Wait times are minimized. And richer customer engagements help improve customer loyalty.

### CASHIERS CAN NOW...

Scan mobile payment/gift card bar codes displayed on the screen of a mobile phone

### BENEFIT

- Enables convenient cashless payment for customers
- Eliminates the need for customers to manage plastic pre-paid cards since the electronic pre-paid card is just the press of a few keys away on the one device they always carry — their mobile phone.
- Instantly updates loyalty points and issues loyalty-point-based rewards in real-time for increased customer engagement
- Minimizes transaction times and wait times at the POS
- Improves customer service quality
- Reduces transaction costs — since the cards are pre-paid, there are no credit or debit card fees
- Increases revenues and profit margins through reduced transactions costs
- Enables a greener pre-paid/gift card initiative

## MOBILE COUPONS



Mobile coupon programs benefit the shopper and the quickserve restaurant. You can customize your offers and change them as frequently as you want. For instance, you can offer a coupon-of-the-week on your website that customers can download to their mobile phones or print. In addition, utilizing GPS or Wi-Fi wireless technologies, you can automatically recognize when a loyalty card holder has arrived and send personalized mobile coupons for the discounts on the items they buy most, allowing you to market to patrons at the perfect time — the moment of decision.

You no longer need to print paper coupons, substantially reducing the cost of coupon programs. Your organization is greener. And mobile coupons programs work. Where typical redemption rates for printed coupons run 1 percent or less, average redemption rates for mobile coupons are between 5 to 15 percent,<sup>3</sup> with some of today's major quickserve restaurants achieving response rates as high as 69 percent.<sup>4</sup>

The result? Much less expensive coupon campaigns...and much bigger returns.

CASHIERS CAN NOW...	BENEFIT
Scan mobile coupon bar codes displayed on the screen of a mobile phone	<ul style="list-style-type: none"><li>• Eliminates exceptions</li><li>• Ensures the fastest possible transaction processing times</li><li>• Reduces wait times</li><li>• Improves customer service quality</li><li>• Eliminates the need for shoppers to hand their personal mobile phone to a cashier to manually enter mobile bar code data, as well as the potential repair and replacement costs in the event a cashier accidentally damages the phone</li><li>• Supports shoppers who are using mobile coupons, elevating brand perception</li><li>• Increases shopper convenience — no more clipping and managing physical paper coupons to get a discount</li><li>• Enables deployment of mobile couponing programs</li><li>• Reduces the cost of coupon programs</li><li>• Enables a greener coupon initiative</li></ul>



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