

# Increase Your Sales Today!

**S**ysco iCare has partnered with Digital Dining to offer numerous tools to help Sysco customers increase their sales. With our Frequent Dining, Gift Certificate, and Handheld POS modules, you can boost your gross sales to record levels, even in poor economic times.

By combining Digital Dining's intelligent marketing features (such as exception-based coupons and VIP loyalty programs), you can drive advertising costs down while improving overall gross sales. Digital Dining's Handheld POS can draw in new customers in droves, thanks to their novelty, credit card security advantage, and increased speed of service.



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## Handhelds

Because of their greater efficiency, wireless handheld terminals can save your restaurant 10% or more in labor costs, and with features like intelligent suggestive selling, customers may spend up to 30% more. The Handheld POS enables servers to take and fire orders in high volume venues without ever leaving the dining area. Since it's fully integrated with Digital Dining's standard suite, you can add the Handheld POS to an existing network quickly and easily, and servers can start using it with almost no extra training.

## Frequent Dining

Attract new customers and keep them coming back with our Frequent Dining program. We give you all the tools you need to foster customer loyalty with customizable reward plans while increasing your restaurant sales. The customer database stores vital customer information, so you can promote directly to the preferences of your patrons.

## Gift Cards

Gift cards are an easy way to promote your restaurant and boost revenues, and with Digital Dining, gift cards have never been easier to use and control. Track gift cards from sale to redemption with a wide range of reporting capabilities. Create added incentives to purchase gift cards with our customizable bonus features. You design the rules; Digital Dining manages the process.

## Intelligent Coupon Printing

With Digital Dining's tokens and layouts, you can produce coupons for items that you want to promote intelligently, based on specific menu items that customers do or do not order during their dining experience. Work with Sysco food brokers to create special promotions to increase sales. Each layout can have up to 99 unique versions, so you can use them for intelligent marketing and many other things.

## Cross Promotion

Digital Dining enables you to include messages or graphics on printed guest receipts, based on the time, the day, the customer, and even the profit center (such as "carry out" or "curb side"). You can sell that space to other companies to promote their brand. Work with neighboring businesses (such as theaters) to include coupons or ads on customer receipts that print only on certain days and times.

Features	Benefits
Integrated Credit Card	Every POS in your restaurant verifies charges through a single modem or Internet connection. Digital Dining reports directly to the bank, reducing the likelihood of errors and the need to repost batches. You can even conduct new transactions at a POS while it verifies and authorizes a previous credit card transaction.
Time and Attendance	You can set the POS to manage clock-ins, staff breaks, and tip declarations. You can also view a staff member's information, analyze labor productivity, and provide time and attendance data for payroll, all from your back office workstation.
Table Management	Our graphical table display allows you to review the status of any table in your restaurant. Use table alarms to help reduce slow and poor table service. Add customers to a wait list, and Digital Dining automatically calculates accurate wait times and notifies customers when their tables become available.
Labor Scheduling	Create and reuse labor schedules for typical and atypical periods of business. Set the POS to enforce clocking restrictions. Create reports to compare actual labor costs with expected labor costs or projected labor costs with anticipated sales.

