

**TEAM HOWARD
RESTAURANT POS SYSTEMS
518.885.8051**

INNOVATIVE MARKETING CONCEPTS

Check	Tab	Cov	Server	Time	Date
1823	8	4	3	21:38	03/07/06

1 Shrimp Cocktail	8.99
1 Calamari	7.99
1 Mussels Marinara	7.99
1 Veal Marsala	16.99
1 NY Strip Steak Au Poivre	21.99
1 Shrimp Scampi	18.99
1 Veal Sorrento	18.99
1 French Onion Soup	5.99
1 Bowl Lobster Bisque	4.99
4 Coffee	6.00

Food Sub-Total 109.92

2 Petes Wicked Ale	8.00
1 Btl Kendall Jackson Merlot	32.00

Beverage Sub-Total 40.00

SUB TOTAL	149.92
Sales Tax	10.49

TOTAL \$ 160.41

**THANK YOU
MELANIE**

YOUR LOGO HERE

We couldn't help but notice that you somehow resisted enjoying our homemade desserts ! It's OK we're not mad.

Could you please take a moment and let us know why!

HOW DID YOU RESIST ?

No room for Dessert	Y	N
No time for Dessert	Y	N
Never saw a Dessert menu	Y	N

Thanks so much for your input. Here is a little token of our appreciation.

THE BEST RESTAURANT Saratoga Springs

Present this coupon on your next visit and you'll receive
ONE FREE DESSERT
with the purchase of one other dessert of equal or greater value. Thank You again for helping us assure the best dining experience for our customers.

THIS COUPON EXPIRES ON 4/7/2006

DIGITAL DINING

REVENUE GENERATING SOFTWARE

*** CHECK LAYOUTS ***

NO DESSERT CHECK

Is profiling a bad thing?

Digital Dining owners enjoy the ability to have the guest check change appearance based upon what customers ordered

OR

what they did not order!

Here is one of the most basic but powerful uses of check profiling. At this table, no customers ordered dessert.

So the Digital Dining system snapped into action by automatically printing a dessert incentive at the bottom of the guest check. Once the profile is set up, it works 24 hours a day, marketing your restaurant and increasing opportunities for sales of high profit items.

CUSTOMER SURVEYS

Get instant information from those who matter most.

Every table gets an opportunity to leave feedback.

Remember

complaints can be difficult to listen to, but they are extremely important. It's critical to make the process of soliciting feedback easy for everyone involved or it doesn't get done.

What could be easier than Digital Dining's approach.

I'LL BE BACK

Using Digital Dining "tokens" feature, allows you set automatic expiration dates based upon what day the coupon was printed. The whole concept is to get them back and to reward frequency. Other incentive programs reward a single visit. Can you afford to give away a free entrée up to \$14 when they only come in once a year. In our example the expiration date was set to 30 days from date of issue. You can set the expiration date to any number of days or none at all.

**This is only an example.
Your imagination may vary.**

**At TEAM HOWARD
your success is NOT less important than ours!
Without you... there is no us !**