



# Virtual Manager

Customer Relationship Management





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Run promotions that hit your target audience first time, every time. Increase your bottom line simply by getting closer to your existing customers. Identify the best days to sell to certain demographics that visit your establishment. Encourage repeat visits and customer loyalty. Impossible? Not with Virtual Manager.

Virtual Manager (VM) has been designed specifically for the hospitality industry. Complementing the Revelation Point-Of Sale (POS) system, VM provides a set of powerful business tools to help you fulfill the needs of your customers more easily, while increasing sales, decreasing costs and streamlining operations.

## Keeping track of your customers

Whether you're a club with members, hotel, or a restaurant/bar with customers, you need to know where the sales are coming from - because then you are able to encourage more.

VM's Membership Module allows you to add details about your customer and search by specifics such as gender, age, interests, and occupation. The Membership module is the hub of all marketing and demographic analysis - giving you a close-up picture of who is purchasing what and when.

The Membership Module interfaces with several industry standard peripherals including magnetic card encoders, smart card encoders and voucher printers.

This makes it easy for you to automatically generate customer loyalty cards for use at Revelation POS terminals. Customers & members can receive discounts, accumulate points on purchases, redeem points accumulated, as well as receive automatic entry into prize draws and promotions.

All customer transactions are stored within each individual profile in the Membership Module, so you learn more about your each customer's preferences, including:



- The most popular products purchased by member
- The preferred times and days of the week they visit
- The outlets they utilise the most

This information can be used to identify target markets based on your members' or customers' actual preferences - as well as tracking the success of advertising and promotion campaigns.

### VM Membership Module Features

- Support for both single and enterprise wide installations
- Either standalone operation or integration with existing membership systems.
- Direct links to word-processing, e-mail applications & simple message service (SMS) so you can easily personalise your customer & member communications
- XML support to easily facilitate other integration requirements.

VM integrates smoothly with your existing membership system, allowing seamless data transfer in real-time and providing one entry point for member details.

## Know who your customers really are

The VM Demographic Reporting Module uses the data collected from each member to provide a powerful reporting tool. It details patronage trends: who your customers are and when they are purchasing your products and services.

For example, standard reports within this module detail the number of active members against the total membership base, as well as customer groups such as gender, age or occupation, allowing you to easily identify who contributes most to your revenue.

This can help you tailor your product and service offerings more effectively as it gives you a clear picture of who is in your establishment at any given time.



**'Virtual Manager provides a set of powerful business tools to increase your sales and decrease costs.'**

## Promote your business & reward your customers

The VM Promotions Module provides facilities to run incentive programs that reward your customers for their patron and encourage them to purchase again.

### VM Promotions Module Features

- Automatic printing of vouchers or reward tickets locally at the point of sale or centrally for a barrel draw.
- Customised Promotions: based on 'focus item' sales, dollar value spend, or time and day selection.
- Automatic rewards: each time a customer's card is recorded against a transaction, the system will automatically generate a reward ticket.
- Design and Formatting Tools: Design professional-looking tickets & vouchers; use them for cross-promotional advertising opportunities
- Point Reward & Redemption Feature

Via the Point Reward and Redemption feature, points can be allocated against selected products and services and automatically accumulated to member's profiles each time a purchase is made. Accrued points are then available for redemption.

Point Rewards can also be set to enable 'focus items' to attract a higher point value during certain times and days, offering an excellent way to increase sales and encourage the purchase of specific products.

Point Redemption allows members and customers to redeem the points they have accumulated against selected products. The system can be configured to control a number of aspects, including the maximum number of points redeemed for a single transaction and the products redeemable.

The VM Promotions Module includes full reporting and transaction history, so you can view the accumulated total of points earned and redeemed by each member or customer.





**Matrix Reporting**  
Know how and where your business is coming from.

**Membership (profile) Mr Joe Bloggs**

Member Name: Joe Bloggs

Address Line 1: Level 12, 275 Alfred Street

Address Line 2: North Sydney

City: Sydney

State: NSW

Postcode: 2000

Country: Australia

Gender: Male

D.O.B: 5/10/1968

Date Joined: 1/01/1990

Occupation: COMPUTERS / IT

**Membership**  
Know who your customers are.

**Customer Profiling**

Membership (profile) Mrs Pamela Smith

Date	Outlet	Purchases	Qty	Item Name
11/04/2004	Entertainment Lounge	131.91	1	Coke
11/04/2004	Entertainment Lounge	119.03	1	Red Snapp
11/04/2004	Melbourne Cup	126.92	1	Pong Pong
11/04/2004	Essex Bar	803.84	1	Prosecco

**Customer Profiling**  
Actual buying patterns.

**Campaign Manager**

Select Campaign: Monthly Statements

Name: Monthly Statements

Options: Method: Email

Document Templates: D:\Virtual Manager\template\Bar.rpt

Target Audience:
 

- Member Id
- Title
- Member Name
- Gender
- Suburb
- Age Group
- Occupation
- Interests
- Revenue
- Revenue Categories
- Product Categories
- Menu Items
- Areas
- Profit Centers

**Campaign Manager**  
Target market based on actual needs and wants.

**Loyalty & Promotions**

Promotion (Details)

Select Promotion: Golden Rewards

Promotion ID: [ ] Promotion Name: Golden Rewards

Description: Melbourne Cup Promotion

Promotion Type: Standard

Total Points Rewarded: 524.97

Total Points Redeemed: 200.02

Promotion Specific:
 

- Enable Reward: [checked]
- Enable POS Redemption: [checked]

Resolution:
 

- Reward percentage of turnover: 0.5
- Outlet Pool: [ ]
- Redemption Currency Value: 1

Reward Pool: [ ]

Member Pool: [ ]

**Loyalty & Promotions**  
Keep and grow your customer base.



**Operations**  
Reduce the cost of doing business.



## **InfoGenesis**

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