



Granbury
Restaurant Solutions



Keep your Customers Loyal and Boost your Bottom Line

Your restaurant's greatest asset: Your Customers! Are you doing all you can to keep your customers loyal? To increase your business by increasing customer frequency? To stay top of mind among your competition? Granbury's SalesBuilder is an automated customer loyalty and marketing solution that can boost your business while reducing the time and money you spend on marketing!



Granbury
SalesBuilder

(800) 750-3947 www.granburyrs.com

Granbury Restaurant SalesBuilder

Fully Integrated Customer Rewards

Build customer loyalty by recognizing and appreciating your customers, staying in touch, and offering incentives to keep them coming back! SalesBuilder will provide you a complete customer rewards loyalty program.

- Use loyalty cards or just e-mail / mobile phone #.
- Fully integrated with GRS point-of-sale and online ordering for enrollments, purchase tracking and redemptions.
- OR, use our web-based posting tools.
- Double point days and bonus point opportunities.
- Track customer data, earn and redeem points across multiple locations.
- Rewards are automatically emailed or texted when reward level is met.
- Includes an on-line portal for customers to view & edit their account information and reward data.



Consolidated Customer Data

Your valuable customer data may be spread across multiple channels - your POS system, your online-ordering system, your web-site or e-mail marketing solution - and across multiple locations. This makes it difficult to use for marketing purposes. SalesBuilder gives you a single, complete database for all customer data, with automatic data population from your POS system, online ordering, and website, across all your stores.

- Easily filter customer data by demographics or purchase history.
- Customers who activate their rewards account provide valuable demographic data, such as birthday, anniversary, mobile phone # and family member birthdays.
- Track custom tags to highlight customer interests.
- Broadcast emails or text messages to customer segments.
- Easy integration of sign up forms directly to your website or Facebook page.
- Easy export / import tools.

Automated Marketing Solutions

Email & Text Message marketing are effective and inexpensive ways to stay in touch with your customers. SalesBuilder improves on your e-mail program by adding automatic "customer nurturing" campaigns that are triggered by customer behavior and accompanied by tailored, secure offers.

- Customers choose their preferred communication - e-mail or text.
- Create an affiliate program to support your local community organizations.
- Automatic e-mails or texts for Welcome, Activation, Birthday, Anniversary, Half-Birthday, Reward Issued, and Lapsed (at intervals you determine).
- Customer Surveys and Refer-A-Friend programs.
- Connect e-mails to social media for even more impact.
- Use triggers based on customer spending or visits (or lack thereof) to generate a message.
- Include personalization tags to address your message directly to the customer.
- Include secure offer codes which are verified for one-time-use at the point-of-sale.

Backed by an Industry Leader

SalesBuilder is brought to you by the experts in restaurant technology, Granbury Restaurant Solutions. From point-of-sale to online ordering and above store marketing solutions, Granbury offers top quality hardware, on-site implementation services, and responsive technical support. Our PaaS™ plan is a subscription based payment option that enables you to enjoy the best technology available with little up-front investment. Call today to schedule a personal demo of our technology solutions!



**Start enjoying the benefits of Granbury's SalesBuilder
Loyalty Marketing for your restaurant today!**

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