



CONTACT US:
0861 00 GAAP

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OUR CLIENTS

GAAP's Customer Loyalty Module

GAAP's Loyalty module allows you to create customer rewards that complement your existing marketing efforts at the point-of-sale.

Restaurateurs can track customers' number of visits and spending patterns and convert that knowledge into more valuable, better-tailored rewards that can improve your customer experience and encourage repeat visits with personalized rewards from our loyalty program solution.

Personalized options available are;

- Loyalty Cards / Club Members - Each customer will receive their own swipe card with the company/restaurant logo, to swipe at each visit, which will update the database.
- Customers may either benefit with discounted prices with each visit to your establishment or after a number of visits they may receive a complimentary meal etc.
- Customer details are captured on the database to use as a source of information to send details for upcoming events / promotions / specials etc
- Surprise your loyal customer by sending them a birthday card inviting them for a free cocktail on their special day!

GAAP also integrates seamlessly at the point-of-sale with 3rd-party loyalty programs like MaxiClub and WiWallet, which also extend to a multi-location program.

Customer News

GAAP Point-of-Sale is the approved P-O-S supplier to the Cappello's group, which also incorporates the Cappino stores. Cappello redefines the modern dining experience by drawing inspiration from elegant eras of the past, combined with the allure of contemporary cuisine. Bustling bars, new friends, great times and an energy that can't be ignored - Cappello spells FOOD, PASSION, PEOPLE.

GAAP services 25 locations belonging to this brand as well providing a head office solution which allows all remote reporting and system control.



GAAP receives prestigious IBM award

Our MD, JP d'Abbadie, was recently presented with the Solution Provider's Excellence Award from IBM for 2008. This was in recognition of the volume of Surepos units and integrated services GAAP provided to the hospitality market in South Africa last year.

They recognized the broad range of POS applications using this unit with the GAAP solution - from quick-service restaurants including KFC and King Pie, to nightclubs and canteens, coffee shops and silver service restaurants - all benefit from the reliability and robust design of the IBM Surepos hardware on offer.

Please send this newsletter on to others that may find it interesting. Any feedback or ideas you may have would be appreciated. Have a fantastic month!

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