

How to Get More Value by Plugging Sales Vu into Square



If you use Square Register in your restaurant, you already know about its great features, such as quick setup, ease of use and affordable flat-rate pricing. But what you might not know is how well SalesVu Integrated Solutions work with the Square Register App. This guide shows you how Sales Vu solutions help you get even more value out of Square.

## **Receive Orders from a Variety of Sources**

Use Sales Vu Integrated solutions to manage all orders efficiently, regardless of how they are placed. Accurately queue and fill orders from any of these sources:

#### **OrderUp Self-Order Kiosk**

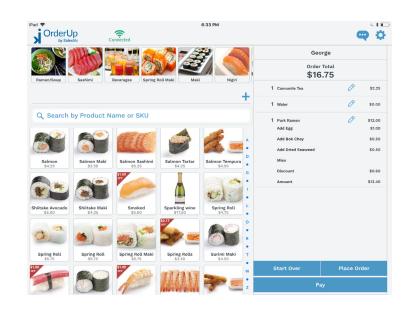
Your business can enjoy the benefits of self-ordering kiosks, and the orders will automatically appear in Square Register.

### → Your Restaurant-Branded Ordering Smartphone App

Which Sales Vu can create for you — these orders also go into Square Register automatically, along with pickup or delivery information.

#### > Your Restaurant Website

Designed and hosted by SalesVu at no cost — orders placed on your website will appear in Square Register.



#### Improve Speed of Service

#### → Incoming KDS

Use SalesVu to send all orders from Square Register to your kitchen display system (KDS) with the Incoming app, streamlining food preparation for faster, more accurate fulfillment.

#### → Customer Display

And all Square Register order information is available on the Customer Display app at your counter, making it easy for diners to view, add tips, and sign when paying.

#### Additional Revenue-Increasing, Value-**Added Solutions**

Sales Vu solutions complement Square Register in more ways than just order integration. Today's consumers are looking for more personalized experiences, and SalesVu offers multiple ways to make those connections with each customer that walks through your doors. Leverage these solutions to draw diners in and keep them coming back.

#### → Marketing Automation

With Sales Vu Cloud marketing options, you can use the customer information in your database to create custom offers based on any criteria that you choose. For example, if one of your most popular drinks is a Mayan Mocha, you can send an offer for 10% off a medium Mayan Mocha to everyone who ordered one in the past month. Or, you can search for customers who haven't returned within the past 30 or 60 days, and send out a Mayan Mocha promo designed to entice them back. Additional marketing features allow you to set up email or text campaigns to run automatically and enable you to track response rate. So, set it and forget it and then spend more time focusing on other areas of your business.

#### Group Coupons and Gift Cards

Group coupons are another marketing strategy that can provide a surge of business, helping new customers discover your restaurant when they take advantage of the offer. These deals can also move inventory quickly, keeping food waste to a minimum.

But some third-party solutions such as Groupon will take 50% of your profit (which is already cut by the discount offered). Sales Vue does not. With the VIPz app, you can create group-based deals and discounts to increase your visibility and engage customers — without the excessive fees. VIPz also allows you to create and sell your own gift cards online (and manage their redemption), for another great way to attract and retain customers.

#### → Loyalty Programs

After group coupons get new customers' attention, loyalty programs encourage them to become regular customers. Loyal customers are vital to any business — you're far more likely to sell to an existing customer and strategies that help you retain customers are less expensive than campaigns to acquire new ones.

Moreover, loyalty programs build a personal connection with customers and nurture the relationship. With SalesVu's easy-to-use Regulars app, you can set up a loyalty program that rewards customers based on their actual spend.

# Sales Vu Has Your Back

Sales Vu is designed so you can get the most out of your Square Register functions and add new capabilities that will help you win customers and grow your business. And we back our solutions with 24/7/365 customer support.

Contact Sales Vu to find out more and set up your free account today.