



## GET 3 months **FREE EPOS** loyalty software



# Proactivity to boost turnover and profits

GS Systems is launching Proactivity, an innovative, web-based loyalty software solution to transform how hospitality, leisure and retail operators run and manage relationships with existing and potential customers.

This exciting, innovative module promises to be one of the most exciting and flexible solutions on the market with its rules-based functionality key to helping users target existing and potential customers to encourage increased footfall, boost turnover and raise profits.

An easy-to-use and administer online web solution, Proactivity is fast, secure and efficient and combines customer profile databases with personalised, highly-targeted email, text, mobile and mail-merge communications.

### Initiative

Proactivity allows users to take the initiative - and drive their business or organisation forward, whether it is a bar, restaurant, nightclub, hotel, retail outlet, sports, social or leisure club, workplace food facility or educational establishment.

With Proactivity customers can enter and update their own information online, wherever and whenever they want.

Likewise, Proactivity can be managed and controlled by an administrator, wherever there is an internet connection.

Proactivity's control mechanisms allow accounts and cards to be activated and deactivated at the discretion of the administrator.

### Benefits

'The only rules are the rules our customers want to use as part of their customer relationship management programmes,' said Niels Nielsen, GS Systems managing director. 'Proactivity offers the convenience, ease and accessibility of a web-based solution. It minimises administrative time and costs - and encourages immediate uptake. And its benefits are clearly visible through standard weekly business reports created by the EPOS system.'



Proactivity will leave other loyalty solutions in the shade.

The Proactivity loyalty solution has been designed as a natural extension of an EPOS system, which already collects and records sales data - and will have an interface with Access Control Systems.

### Incentives

As well as offering turnover-boosting incentives like two-for-one purchases and product discounts, the module will also have an online customer feedback facility to help feed marketing intelligence. This will provide far more extensive and focused customer responses than the traditional customer comment card.

'Increasingly our clients are wanting to take advantage of their EPOS system as a viable alternative to traditional marketing activities. We can help them increase turnover without having to invest in expensive advertising, PR, direct mail and leaflet drops - all of which cost a lot of money to create and to distribute without any guarantees of success. With our solution the proof is in black and white on weekly business sheets,' said Niels.



Niels Nielsen

**"We can help them increase turnover without having to invest in expensive advertising, direct mail and leaflet drops**

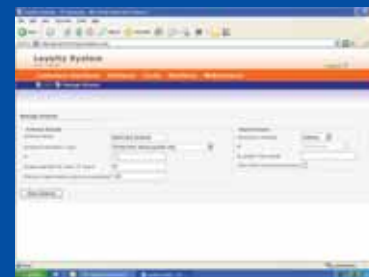
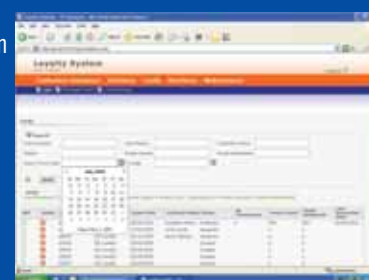
**- all of which cost a lot of money to create and to distribute without any guarantees of success."**

'With everything managed online, users free up artwork, print and distribution costs. For instance, an electronic voucher can be programmed onto the customer card. Vouchers and other promotional and loyalty offers can be delivered by e-mail with personalised letters to achieve greater impact and sales,' he said.

### Simply go and register online

Proactivity is the web-based online GS loyalty software that runs in-conjunction with your EPOS system and gives you numerous promotions and incentives to boost sales and turnover. Everything is easily managed online and tracked by your EPOS system. Our free no-obligation trial will let you see our easy-to-use online loyalty software in action.

Simply visit [www.gs-systems.co.uk](http://www.gs-systems.co.uk) and as an existing GS client you can register your details to access a free evaluation trial version. If you purchase a solution from GS in either 2009 or 2010 this offer applies to you too. After three months you can purchase an upgrade or a new license to exploit the full power of GS Proactivity loyalty software.



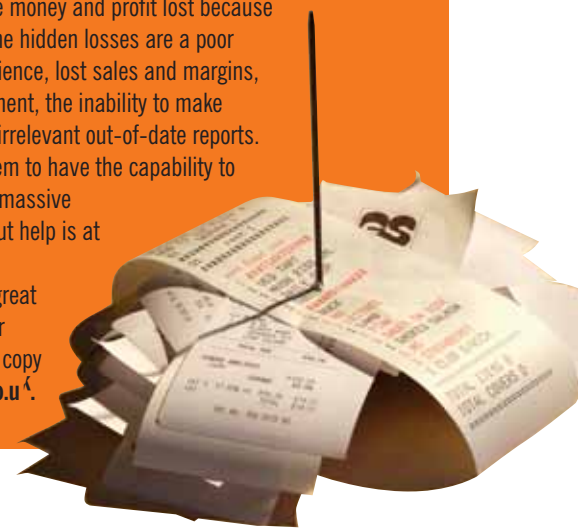
### GS launches EPOS solution for local authorities

GS Systems has launched an EPOS solution to help local authorities deliver faster, more efficient and cost-effective services and give the best possible experience and value to their citizens. The solution helps councils automate and streamline numerous council services using EPOS, the generic term for the software/hardware used to collect, record and report on purchases. This includes developing special interfaces and links to communicate and transfer data with whatever financial systems are used by specific councils. The benefits soon add up with greater accountability, better financial controls and more effective use of labour and time. Uses include registry, licensing and tourist information offices as well as museums, art galleries, garden centres and public buildings.



### How to choose your EPOS provider?

A good EPOS solution is fundamental to businesses wanting to optimise margins and minimise costs. Yet many purchasers are driven by price rather than the effectiveness of a system and the provider supplying it. It's not just the actual cost of the system itself that's been wasted. There's also the time and effort of management and staff getting to know the system. And the money and profit lost because it is unable to do its job properly. The hidden losses are a poor customer and front-of-house experience, lost sales and margins, the inefficiencies of stock management, the inability to make informed decisions, slow data and irrelevant out-of-date reports. Longer term, the failure of the system to have the capability to mature as the business grows has massive implications. It's a scary picture but help is at hand. We've produced an objective must-read White Paper giving you great tips when it comes to selecting your EPOS provider. You can get your free copy online by visiting [www.gs-systems.co.uk](http://www.gs-systems.co.uk).



# High definition business sheets and reporting essential viewing



**A lot of EPOS systems are underemployed at the expense of collating and understanding business intelligence - that's the message from GS Systems operations director, Bjorn Nielsen.**

However, help is at hand as GS Systems is offering a free one hour consultation to audit current reporting processes and advise how to improve the level and range of business sheets necessary to drive the decision making process.

'Recording sales and stock levels is only part of what an EPOS system is designed to achieve,' says Bjorn, 'yet a lot of businesses don't take advantage of the information they are collecting on a day-to-day basis to drive their decision making.'

'Businesses spend millions on both market research to find out customer habits and buying trends and to improve productivity, information that is readily on hand through an EPOS system that records everything about a purchase. Properly collated and clearly defined reports based on this information really make a difference to understanding how to do things better with greater profit,' says Bjorn.

'This doesn't mean having reams and reams of reports so you're drowning in statistics. It's more a matter of really defining what you want to know and when, together with how it should be presented and distributed. Obviously the faster it can be delivered and assimilated by key personnel the better.'

'Our business sheet audit is designed to show businesses how they can access easily digested high definition reporting through their EPOS solution. By using key performance indicators, they can highlight any aspect of their business activities whenever they want.'

For further information about business sheet reporting please contact Dawn Chapman on 0161 483 5595, E-MAIL: dawn.chapman@gs-systems.co.uk



## COMMENT

### SMART THINKING PAYS OFF BIG TIME

UK hospitality, leisure and retail sector businesses should look to their EPOS systems as a quick, cost-effective and measurable response to the most difficult economic circumstances in living memory. The deployment of a smart EPOS solution controls costs and increases turnover. It's a versatile and flexible business tool that offers users many more options than simply acting as a cash register and a box to record sales transactions. A simple example encapsulates the benefits. A recently instigated full recipe cost audit revealed a lot of portion control variances for a client. The result was a 3% saving on food costs, just the right ingredient to make for a tastier bottom line for any business. Every business should be asking itself how can it get smarter with EPOS? We all know the first step. Contact us!

Bjorn Nielsen, managing director, GS Systems

Read Bjorn Nielsen's EPOS blog at [www.gs-systems.co.uk](http://www.gs-systems.co.uk)

## Review

### EPOS Messenger provides electronic noticeboard

A unique messenger service, run and managed through the EPOS system, has been designed, developed and launched by GS Systems. Available exclusively as part of GS's hospitality and retail suites, the smart business tool enables real-time communications to take place by email, paging and on-screen via the terminal. The electronic notice-board is rules-based and can be programmed to suit the specific needs of individual businesses. 'This is essentially a very, very smart and quick mobile notice-board that can be seen by anyone and everyone working in the business whenever you want. And it can be updated in a matter of seconds by simply pressing a couple of buttons,' says Bjorn Nielsen, GS Systems' operations director. 'It's a great device and evidence of our desire to constantly add value to our EPOS proposition.'



EPOS Messenger communicates with staff - no matter where they are.

### Toshiba doubles up on colour

Toshiba has launched a double sided receipt printer, which can print two colours to give receipts a more dramatic and visual impact. Recognised as the highest speed printer of its class, the thermal POS printers are designed to operate in all hospitality and retail environments. They deliver high-speed printing at low noise levels, come at an extremely competitive price and are packed with innovative user-friendly features. For instance, double sided printing reduces paper costs by up to 25%, reduces paper consumption by 45% and halves paper roll changes, saving both time and money, especially during busy periods.



### Contactless payments have arrived!

Contactless card payments are destined to be one of the technology developments of 2009. Customers pay for an item of less than £10 by simply tapping a credit/debit card against a Contactless card reader. The benefits are clear with faster transaction times for small purchases as customers no longer need money or fumble around trying to find change. Contactless payments applications cover everything from fast food and bars to paying for car parking.



#### GS Systems

119/121 Buxton Road, Stockport, Cheshire, SK2 6LR

Telephone: 0161 483 5595  
Fax: 0161 419 6207

E-mail: [info@gs-systems.co.uk](mailto:info@gs-systems.co.uk)  
Web: [www.gs-systems.co.uk](http://www.gs-systems.co.uk)

## In Action

### Alma goes for GS experience



Alma De Cuba, a multi award-winning restaurant voted best bar, best restaurant and the UK's best venue in 2008, has installed a GS hospitality suite EPOS solution. One of the UK's most stunning hospitality venues, Alma De Cuba is housed in the former St Peter's Catholic Church on the south side of Seel Street in Liverpool. The dramatic, high-profile celebrity restaurant and bar offers an eclectic mix of Cuban, Hispanic and Latin American influences. General Manager Dave Roche has previous experience with GS having worked for Living Rooms: 'I have been working with GS Systems for over seven years now with Alma and Living Rooms. I find their EPOS solutions are not only fantastic products but the support the team provide is second to none.'

### GS helps Pavilion Gardens plant seeds for improved business control

GS Systems has installed a combined hospitality and retail EPOS solution at the Pavilion Gardens, one of the north's most historic venues situated at the heart of Buxton. Nestled in 23 acres of beautifully restored gardens with the main building offering a whole host of exciting attractions from food and drink to gifts and conference facilities, the Gardens' General Manager, Terry Crawford, asked GS Systems to help them improve efficiency in order to deliver its business model. The solution installed by GS showcases the versatility of its EPOS portfolio as it embraces tourist information, retail and food and drink operations. The Pavilion Gardens has also included a half dozen handheld terminals as part of the solution to improve efficiency and deliver improved customer service.



### Joshua Bradley pulls in GS

Double winners of the best pub company for tenants for two years running, Hydes is thriving as one of the UK's leading regional breweries - and its latest opening shows why they are setting such high standards. The Joshua Bradley is a stunning pub lovingly crafted within a beautifully restored mansion in Gee Cross, Stockport. The bar's spectacular Orangery restaurant area overlooks an attractive patio and garden. GS Systems has worked closely with Hydes for a number of years and has installed its hospitality EPOS suite at the stunning new pub.



### Fina Bar & Grill places GS on technology menu

Fina Bar & Grill, a brand new bar and restaurant opened in the heart of Macclesfield, has selected GS Systems to install its EPOS system. Fina prides itself on modern, freshly prepared Italian cuisine and offers an excellent range of pasta, pizza, fish and meat dishes. Fina owner, Mandy Fazelynia, was delighted with GS. 'We used GS Systems to support us when we were setting up our new restaurant in Macclesfield. The service was fantastic and we were allocated our own dedicated contact to deal with the initial set up and programming of the tills. GS Systems worked tirelessly to ensure that we were fully operational and their continued ongoing support has been exceptional.'



### The Swan rises to new heights with GS

GS Systems has installed its hospitality suite at the Swan Hotel in Tarporley, a former coaching inn dating back to the 16th century. The beautifully refurbished hotel was relaunched earlier this year. The Swan management team selected GS because the prices are always very competitive and they have found their knowledge of the hospitality business invaluable, especially when faced with new problems. They have an innovative approach to customer requirements and a technical support department that is fast and efficient at solving the issues. They have been great at supporting new openings.

