



THE RESTAURANT FOCUSED, FULLY INTEGRATED POS SYSTEM

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Restaurateurs know that growing a restaurant chain is hard work. Standard restaurant POS systems are focused on day to day transactions, and connecting those systems to integrate with third party systems such as online ordering, self-service kiosks, kitchen display systems, gift cards and loyalty programs can be complex.

When restaurant chains grow and start dominating the dining scene, operations and IT departments are tasked with building systems and connecting them to a corporate office, account matrix, and external systems that keep customers happy and accounting in order.

Customers have overwhelmingly chosen gift cards as a new preferred currency to both gift and self-use. Restaurants in particular have embraced the self-use market, causing marketing managers to seek out new, consumer friendly promotions. This is never as evident as in the loyalty program market. These programs create loyal customers, in a new world where everyone expects to be rewarded for their loyalty.



Typically, gift and loyalty programs are launched at different times. The nature of these programs is similar but usually a different set of teams is launching and running these programs. However, more and more, gift and loyalty functionality of adding value, redeeming value, and tracking points not only connects the two programs, but they also often run into each other within the POS environment. This complicates and creates potential havoc in the system as each transaction weaves its way through which transaction type to do first and how to properly resolve tender types and points. When the POS, gift, and loyalty is handled by three separate entities, the chaos of each transaction is multiplied, and if POS companies do not support integration with third parties, the issues can be time consuming and consumer-affecting. The burden then falls on brand IT teams to make it all work. This is why Givex has launched its new, fully integrated Vexilor POS system. In 1999, Givex originally launched as a gift card focused provider, leading solutions for reporting and digital gift cards for the industry. The company then focused on loyalty, creating flexible loyalty point programs that integrated seamlessly into gift cards, allowing gift cards to have “buckets” of currency or points, leverage real-time conversions and cross-currency redemption. Givex noticed that many POS providers did not provide all-in-one enterprise

functionality and refused to help brands integrate with their chosen third parties. This gap in the market led Givex to develop Vexilor, doing the due diligence to identify the issues in the POS world and integrate these incredibly important marketing tools into the POS environment as a native language. Givex also extends this approach to the broader ecosystem of third parties a restaurant needs, creating in Vexilor, a POS solution that is an integrated, end-to-end restaurant management system.

By working with its restaurant partners, Givex has created a flexible, fully integrated solution that resolves the everyday issues of restaurant transactions, ordering, time clock, and staff needs with powerful and timeless gift and loyalty programs that have advanced transactions and incredible reporting capability. Vexilor is the product of focus and innovation that will allow restaurants the freedom to manage their business without the stress of integrating multiple providers and systems, and get all the great reporting they need out of a single system.

See more information at Givex.com and contact us for a demonstration of the powerful integration that Vexilor offers.