



Voucher Manager

Overview

Boost sales, influence customer behaviour and reward loyal customers with Zonal's promotional voucher solution – Voucher Manager.

Voucher Manager is a smart marketing tool, enabling you to create or import voucher codes for the redemption of promotions or discounts during the payment process or at a POS - with little to no staff training required.

Whether you have one site or multiple sites, our cost-effective, flexible solution allows you issue unique printed or e-voucher codes that can be points, discounts, product or monetary value. Sophisticated redemption controls enable you to direct footfall and sales to your venue during quieter times.

Drive customers to your venue that have not visited before, recover lapsed customers or reward loyal ones with this intelligent, EPoS-integrated voucher solution from Zonal.

Features

» EPoS-integration

Fully integrated with our EPoS, handheld ordering and online ordering solutions enabling automatic redemption at any POS. Voucher codes can be redeemed against a payment method, discount or promotion.

» Voucher codes can be numeric or alpha numeric

» Printed or electronic voucher promotions

Unique voucher codes can be printed or sent electronically for ease of issue and redemption.

» Single or multiple use

Vouchers codes can be used for redemption once or multiple times.

» Redemption rules

Control the exact days, times and venues that promotional vouchers can be redeemed, including a start and expiry date, allowing you to encourage sales during quieter times.

» Loyalty campaigns and bounce-back promotions

Drive sales by linking your vouchers to your campaign activity, so bounce back vouchers can be issued on the receipt printer with a new promotion.

» Fully customisable to your brand

Design vouchers any way you like, helping to create brand awareness and engagement.



78% of consumers expect or would like to receive personalised discounts and deals

Source: GO Technology





Benefits



Increase footfall and revenue during quieter times through sophisticated targeting and redemption controls



Reward loyal customers with discounts, points or a free item at your venue



Improve retention by sending out promotional vouchers to recover lapsed customers



Create brand awareness with fully branded vouchers



Create a customised voucher programme that is completely aligned with your brand values



Collect data to grow your customer database with those redeeming vouchers



EPoS-integration means minimal training is required, as automatic prompts at the till guide staff through the process of redemption



Manage and control your voucher creation and sales easily from one central system

45% of people in the UK have used a promotional voucher when dining out

Source: GO Technology

Why Zonal?

Zonal is the trusted supplier of innovative, integrated technology solutions to over 16,000 hospitality and leisure businesses. Our award-winning, UK-based training, project management and customer success teams will support you every step of the way; from project initiation right through to go live, you're always in safe hands.

Further Resources

Research:

GO Technology: Make it personal

Video:

Zonal's smart technology solutions video

Guide:

Building brand affinity: Smarter solutions for long-term loyalty

Contact us today

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