

MICROS 3700 INTEGRATION

CASE STUDY: APPLE ANNIE'S RESTAURANT & BAKERY



CUMULATIVE PERFORMANCE METRICS
Total Sales: \$4,351,304.48
Transactions Per Day: 296,864
Visits Per Day: 144
Total Active Members: 6,728

2014 YTD
Total Sales: \$953,734.36
Transactions Per Day: 61,535
of Customer Visits: 57,109
Visits Per Day: 157
Average Ticket: \$16.70

169
average daily
GIFT & REWARDS
transactions



* Data displayed as of 12/31/2014

Clarice Krolilcki, General Manager

"Our customers LOVE our loyalty program and use their card all the time to earn 5% cash back rewards. We have a high percentage of older customers and our vendor has been terrific at helping the technology-challenged folks complete the activation process. The program increases frequency and sales without a doubt."