



## New Jersey Restaurant Manages Customer Satisfaction with NCR

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### *Real-time customer insights and loyalty functionality help management personalize the customer experience*

DULUTH, Ga.--(BUSINESS WIRE)--Jul. 11, 2016-- For more than 18 years, Turning Point owners Kirk and Pam Ruoff have served New Jersey residents made-to-order brunch using fresh, local ingredients. Yet the Ruoffs realized to continue their success, Turning Point needed to replace its outdated point of sale solution.

"We knew newer technologies offered the performance reports we needed to streamline our operations," said Kirk Ruoff, Turning Point co-founder. "Shortly after beginning our search, we discovered NCR Aloha. Its comprehensive management tools provide everything from real-time labor reports to employee theft prevention. With it, we can manage our 11 storefronts with less stress and greater simplicity."

The Ruoffs quickly learned to appreciate the NCR Aloha platform for more than its increases in operational efficiency. Specifically, their management team uses the [NCR Customer Voice](#) add-on to analyze and address customer praise and complaints.

The tool provides a way for guests to easily voice their opinion. Customer Voice is easy to use for both Turning Point and its customers and solicits feedback based on one question – "On a scale of 0 to 10 – how likely are you to recommend our restaurant to a friend?" Based on what rating a customer picks, it also enables them to either provide more feedback to the restaurant or share strong ratings through their social channels. In turn, the management team can respond directly to the feedback. For example, if a customer leaves a negative review, the Turning Point team can directly contact the guest to acknowledge the issue and offer a comp card for a return visit.

Turning Point also uses [NCR's loyalty functionality](#) to keep its many repeat customers happy. Now, the restaurant can offer loyalty members exclusive perks, such as a free birthday meal or pre-sale opportunities on holiday gift cards.

"NCR has helped our reporting immensely, but we've most enjoyed the ability to connect with our customers and tailor their Turning Point experience with our loyalty program," said Ruoff. "We plan to open more Turning Point locations in Pennsylvania. And with NCR Aloha, we're confident we can maintain the personalized experience our customers so enjoy."

### **About NCR Corporation**

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 550 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

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