



## MCLOONE TRUSTS ALOHA'S MARKETING TOOLS TO BUILD BRAND LOYALTY AND GROW REPEAT BUSINESS



### LOCATION

6 locations in New Jersey and Maryland

### TECHNOLOGY SOLUTION

- Aloha Table Service POS
- Aloha Stored Value
- Aloha Loyalty
- MenuLink Labor
- MenuLink Inventory
- Aloha Command Center
- Aloha Configuration Center
- Radiant POS hardware terminals

### PARTNER

Advanced Hospitality Solutions

McLoone Management owns and operates six restaurants in New Jersey and Maryland, each a unique McLoone's concept and averaging \$3 million in annual revenue. McLoone's restaurants continuously receive numerous awards, such as the 2010 Open Table Diner's Choice award, annual Zagat ratings and the New Jersey Restaurant Association's 2009 Gold Plate Award winner. The restaurant group has developed a niche in its markets because of its commitment to value, high levels of customer service and unique loyalty and marketing programs.

### CHALLENGE

In 2005 after being in business for seven years, McLoone Management wanted to expand and grow its brand from the single restaurant it had at the time. When evaluating its expansion plans, however, the company knew that its restaurant technology solution did not have the features and functionality needed to support new growth. In addition, McLoone was aware that developing a customer loyalty program would be important to grow the brand and better market to customers, so it was determined to find a point-of-sale technology provider with the capability to support several loyalty and marketing programs across a multi-site restaurant operation.



## BENEFITS

- Grows loyalty program an average of 1,000 members annually
- Increases revenues from loyalty program 8.8 percent annually
- Manages multiple loyalty programs and promotions from a single location
- Awards customers for loyalty with more than 4 percent of revenue given back in three years
- Earns recognition in local communities for Premiere Club program and commitment to customer service
- Sells thousands of dollars in gift card value at local retailers in addition to restaurant sites

*“Using Aloha Loyalty, our net revenue of purchases from Premier Club members has increased 8.8 percent annually for the past three years, and we are on track to have more than \$1 million in revenue from loyalty club purchases this year.”*

**-Tim McMahon**

*Director of Operations  
McLoone Management*

## SOLUTION

After extensive research, McLoone selected the Aloha Enterprise solution, including the Aloha Loyalty and Aloha Stored Value applications. McLoone used the combination of these marketing tools to develop its Premier Club program, which charges guests \$25 to join, but membership comes with \$20 pre-loaded on the card. “We want our customers to see value in joining the Premier Club and to get their money’s worth of becoming a member,” said Tim McMahon, director of operations at McLoone Management. “We do not want to manage a database that has no value, like many restaurants that just give loyalty cards to anyone.” Using Aloha Loyalty, McLoone’s can support all of the perks offered to Premier Club members, such as half-priced bottles of wine, preferred seating, discounts off of retail purchases, and \$40 rewards loaded back onto cards for every \$500 spent at McLoone’s restaurants. In addition to its Premier Club, McLoone also combines the capabilities of Aloha Loyalty and Aloha Stored Value to manage a dozen different local programs, such as co-branded residency cards for patrons living in large neighborhoods where restaurants are located. Other local businesses use McLoone’s loyalty club cards as incentives for trying a new service. In addition, McLoone is using loyalty cards as a way to give back to the community - a valuable tool for the restaurant group, as charitable giving is a large company priority.

## RESULTS

McLoone’s restaurants currently have more than 5,000 Premier Club members, averaging 1,000 new members annually. “One of the key benefits of implementing Aloha Loyalty is the amount of uses that we have found for our loyalty programs that can all be supported by the application,” said McMahon. “Using Aloha Loyalty, our net revenue of purchases from Premier Club members has increased 8.8 percent annually for the past three years, and we are on track to have more than \$1 million in revenue from loyalty club purchases this year.” McLoone has learned that restaurant patrons take pride in being a Premier Club member and often preface comments with reference to their membership. Customers see so much value in the program that they will often load up to \$1,000 on their cards in order to receive a 20 percent rebate during select periods. In addition to its loyalty program, McLoone markets its restaurants even further by selling gift cards at other retail sites, such as Sam’s Club and Costco, which they managed with Aloha Stored Value. In only eight weeks, the restaurant group sold more than \$120,000 worth of gifts cards at two Costco stores, increasing revenue and brand awareness for the company. McLoone Management has taken customer loyalty programs and restaurant marketing to a new height in its region with Aloha Loyalty and Aloha Stored Value, which in return has become a clear differentiator for the restaurant group. “We are able to do very impressive restaurant marketing at McLoone with the support of these two tools,” said McMahon. “We would not be able to do what we do without the outstanding support we receive from the teams at Advanced Hospitality Solutions and Radiant Systems.”

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