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## News

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### **NovaTouch® Voucher – effective voucher management software**

For hotels and leisure facilities and the partners they work with, such as retailers or other service providers, vouchers are an important tool for gaining and retaining customers. The processing that goes with them however is frequently time-consuming and inconvenient, for example with vouchers issued by hand, uncertainty over whether the voucher is a copy and an overall lack of accountability. This new voucher management software offers effective help.

**Administration and control:** All relevant data relating to issuing, selling and redeeming vouchers is captured and can be checked at any time. So finally you have a complete overview of vouchers that have been issued, redeemed or cancelled, as well as those that may or not be outstanding.

When vouchers are issued, the following data is recorded: Sequential number (ideally via barcode capture), type of voucher (value or rating), expiry date, what service the voucher covers, who sold the voucher, who received it and the method of payment. The voucher itself can be printed directly from the program, and of course vouchers can also be printed out in advance.

Redeeming issued vouchers works is done via the voucher number, at which point the validity, payment and value is checked. If desired, it is possible to redeem only part of a voucher's value.

**Database marketing:** A large selection of reports and lists is available, for example information on the status of open vouchers by qualifying date as well as vouchers sold and redeemed across specified time periods, and appropriate payment reports. This new software therefore simplifies not only the administration of vouchers, but also provides valuable customer and guest information for efficient database marketing.

**Data conversion:** Data already held in other software systems (such as your restaurant system) can be integrated into the voucher management system at the push of a button. Required data is available in an instant and does not need to be entered or administered a second time.

**Web shop:** Of course your own in-house web shop can be used not only for reservations but also for marketing vouchers. The NovaTouch voucher management system incorporates fully automatic integration. Guests print their voucher conveniently at home (for example as an attractive last minute gift), and operators only have to worry about redeeming it, while looking forward to an automatic increase in sales.



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