

# Ovation Bistro & Bar Dine-Rewards

With Ovation Bistro & Bar's (OBB) Dine-Rewards Program, registered customers earn points every time you spend money at your OBB. Dine-Rewards accounts can be tied to a customer's phone number, email address and debit/credit card, so there's no need to carry around a separate card. Guest can also sign up for a Dine-Rewards card QR code if they do not want to link the account to a debit/credit card. Points earn dollar values that can be redeemed for discounts on future purchases.

The document below describes the following:

- I. How to sign up
- II. How to earn rewards
- III. How to redeem rewards, both from guest and Ovationer standpoint.

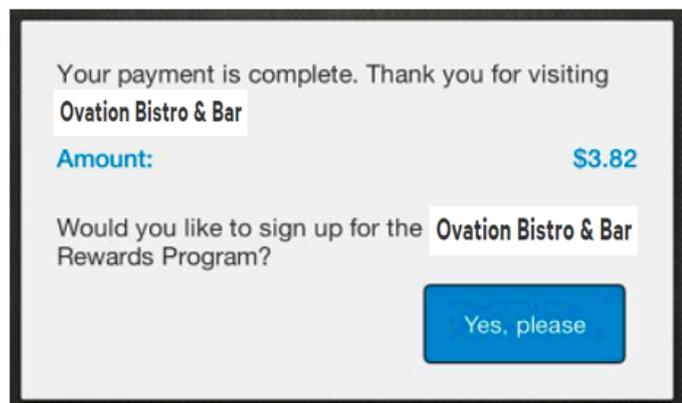
## I. HOW TO SIGN-UP

There are four ways for guests to enroll in the Dine-Rewards loyalty program:

1. Self-enrollment in the restaurant
2. Self-enrollment online after placing an online order through Toast
3. Self-enrollment through online sign-up link
4. By a restaurant staff member directly

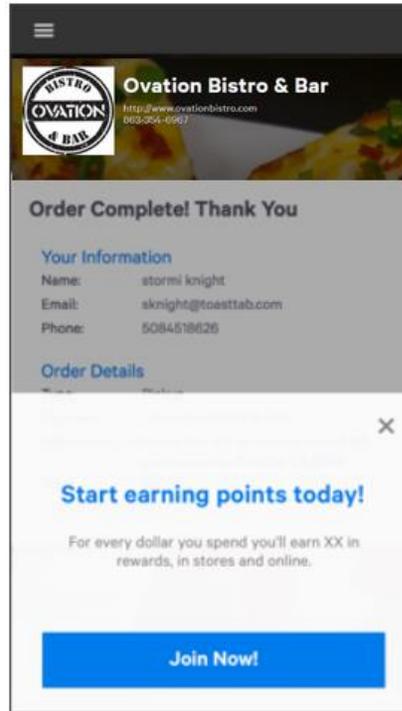
### 1. Self-Enrollment in the Restaurant

Guests can enroll in the Dine-Rewards program by providing their email address.



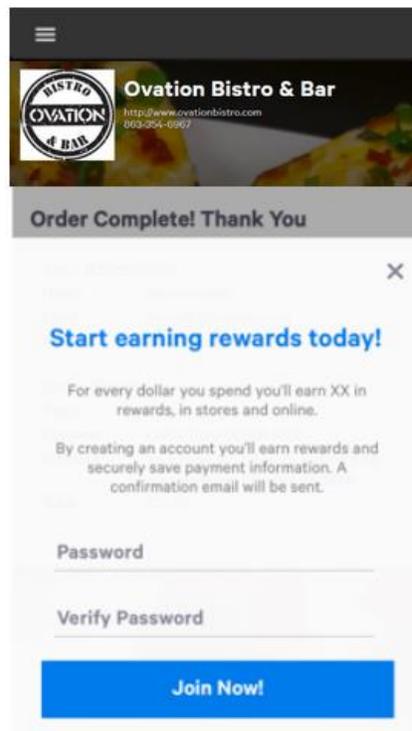
## 2. Self-Sign Up through Online Ordering though Toast

After placing an online order, guests will be prompted to sign up for a loyalty account. If the guest already signed into their Toast Online Ordering account, they'll be asked to confirm enrolling in Dine-Rewards by selecting "Join Now!"



If the guest did not use an online ordering account, they'll still be asked if they want to sign up for Dine-Rewards. The email for the online order will be linked and the guest will just need to add a password.

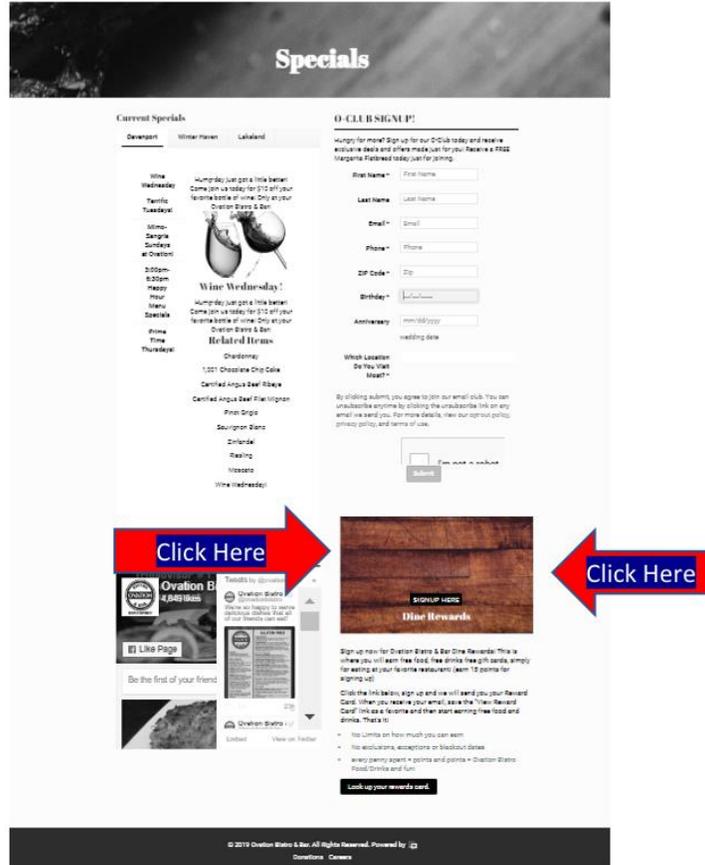
After selecting Join Now, the guest can expect to receive a follow-up welcome email.



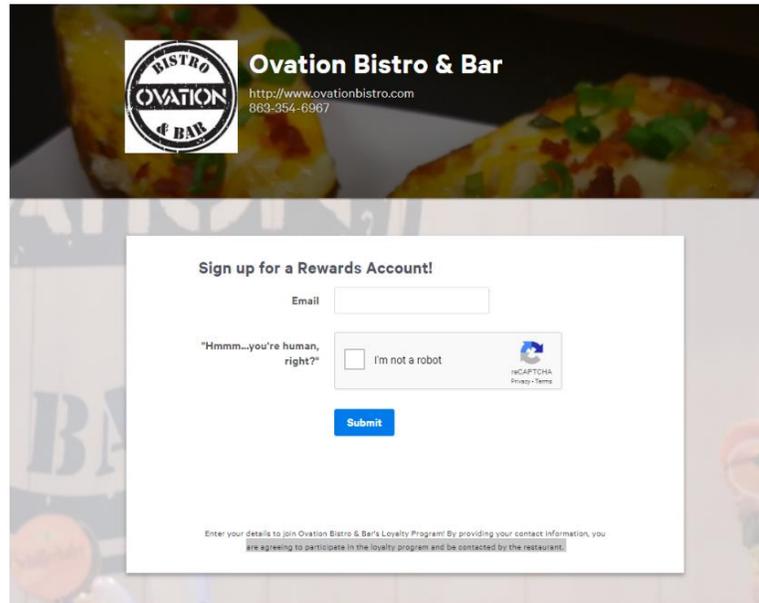
### 3. Self-Enrollment Though Online Sign-Up Link

Guests are also able to sign up for loyalty without a purchase using the online loyalty sign up link:

[ovationbistro.com/specials](http://ovationbistro.com/specials)

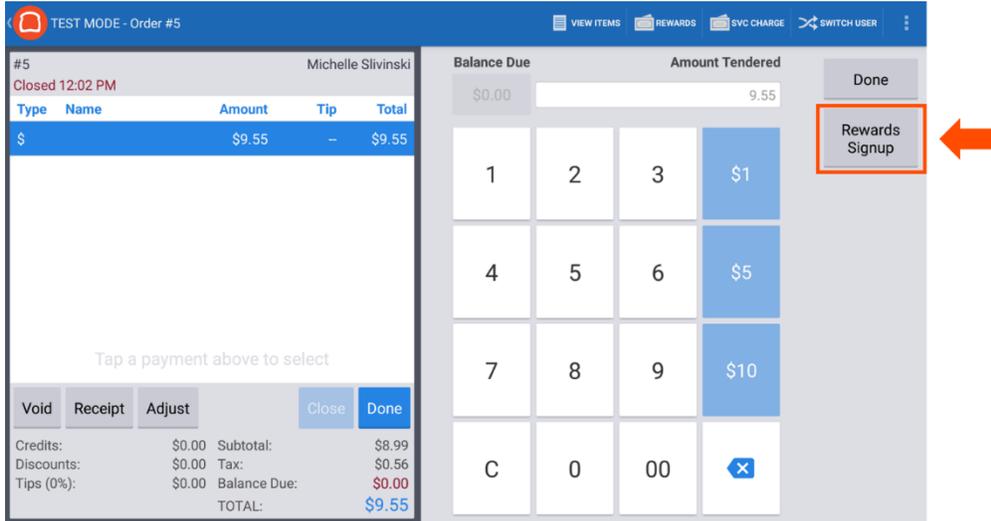


After selecting submit, the guest will receive a follow-up welcome email.



#### 4. By a Restaurant Staff Member Directly

Staff members can also manually enroll guests for the loyalty program. On the guest's check, select the "Rewards Signup" button and enter the customer's email address. Email addresses can be collected on printed receipts, in-person, or in external marketing campaigns.



Once your guest's email address is in the system and their check is closed, they will receive a follow-up welcome email.

## Welcome Email

Upon enrolling, guests will receive an email which contains a summary of the program, a link to their unique e-Rewards Card (below) online and a points balance summary.

### Welcome to Ovation Bistro & Bar Rewards!

As a member of Ovation Bistro & Bar Rewards, you will earn 1 point for every \$1 you spend and receive a \$5 discount for every 100 points you redeem.

You received 15 points just for signing up!

On the rewards card page, you may earn and redeem points, check balances, and more.

[View Rewards Card](#)

When you sign up for our birthday rewards, we will place a discount on your card. If you come in on your birthday, we will automatically apply it to your check.

[Sign up for Birthday Rewards](#)

Thanks, and welcome to the program!

Ovation Bistro & Bar

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<http://www.ovationbistro.com> | [Twitter](#) | [Facebook](#)

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## II. HOW TO EARN REWARDS

There are two ways for guests to earn rewards:

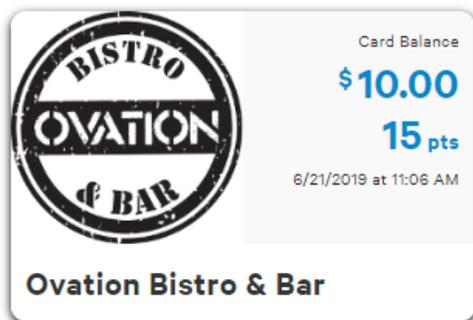
1. Use the Dine-Reward Card
2. Use the Linked Debit/Credit Card

### 1. Use the Dine-Rewards Card

Each Dine-Rewards Account has a live webpage, that updates in real-time as transactions post to the account and points are earned or redeemed.

If guests do not use their linked credit card, email address or phone number, the card also is assigned a unique 16-digit number as well as a digital QR Code. Either of these identifiers can be presented at the point of purchase to tie the transaction to the Dine-Rewards Account.

It is suggested to save your QR code to your smartphone or print the card out and bring it when they dine. It can also be looked up in store with your email address that was used in the sign in process from the point of sale.



\*To redeem, please print this page or present it to the restaurant staff on your mobile device.

[Add Value](#)

[View All Transactions](#)

## 2. Use the Linked Debit/Credit Card

When a guest signs up for a Dine-Rewards Account after paying with a credit or debit card, the account is also linked to that credit or debit card. When future payments are taken with that card the Rewards Point will be applied to the guests account automatically.

A linked debit/credit card will automatically earn points on future payments.

**Note:** If you want to link more than one card to your account, you **MUST** use the link in your welcome email to **Verify the Card** in order for the card to be used for redeeming points. If the card is not verified, the debit/credit card alone will not prompt the guests to use their points for discounts.

If the guest's Dine-Rewards account was created from a cash payment and they do not have a linked debit/credit card, and must present on of the following:

- 16 digit Toast Rewards Card number (to be keyed)
- Digital QR Code (to be scanned)
- Email address used at signup (Lookup Customer must be enabled)
- Phone Number - This is only attached to their account if they have previously received SMS (text message) receipt(s) for purchases attached to their Gift Card/Rewards Account

### **III. HOW TO REDEEM REWARDS**

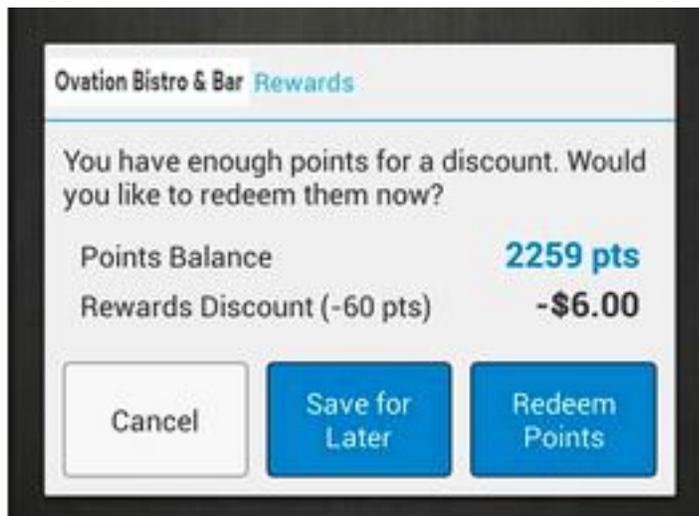
\*\*Note: When a customer decides to redeem their points, they are forced to redeem all Rewards Account points less than or equal the total balance due on the check. They are not able to elect how many of their points they use.

There are two ways for guests to redeem rewards:

1. Use the Linked Debit/Credit Card
2. Look up the Dine-Rewards Account

#### **1. Use the Linked Debit/Credit Card**

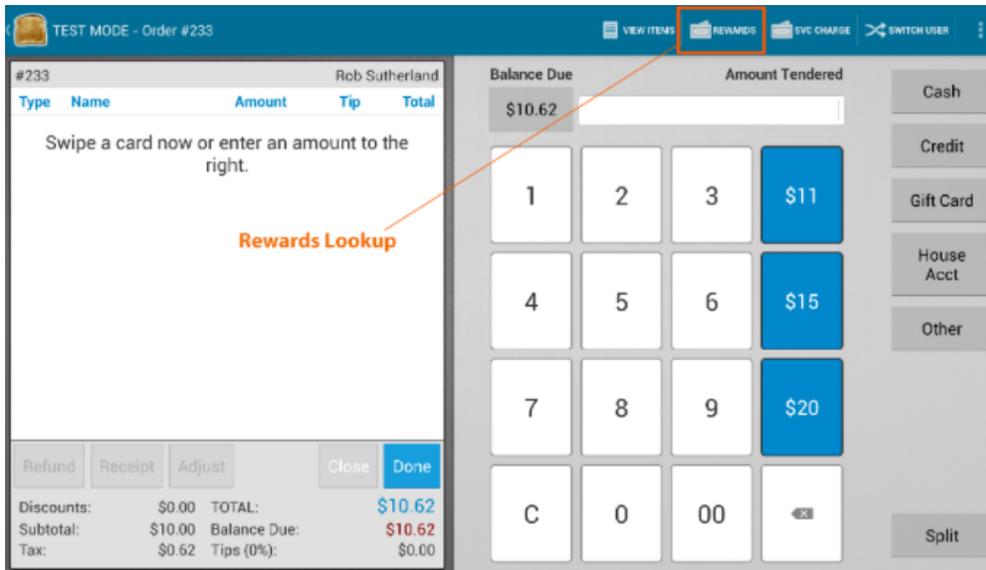
When a guest chooses to pay for their order using the debit/credit card that is linked to their account, a prompt will appear on the payment screen if a reward is available to be redeemed for their transaction.



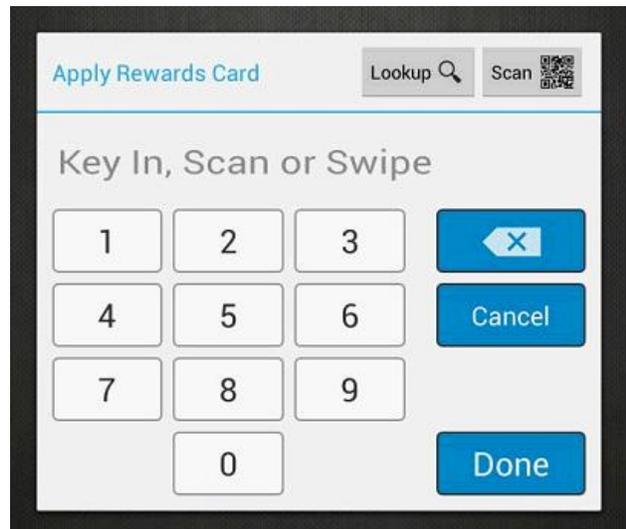
## 2. Look Up the Dine-Rewards Account

If the customer is paying with a different form of payment and wants to earn the eligible points for the transaction, the best way to do this is at the Pay screen before taking the payment.

STEP 1. Select the button that says Rewards on the Pay Screen. You'll be prompted with the Apply Rewards Card screen with various options to locate the guest's rewards account.

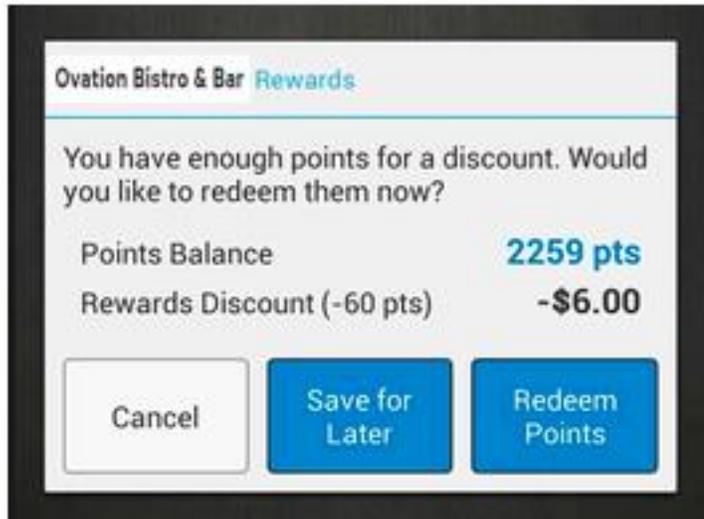


- **Key In** - manually enter the customer's 16 digit number (the customer must know or have this information on hand)
- **Scan** - use the tablets camera to scan the customer's unique QR Code (camera will open automatically)
- **Swipe** - if the account is linked to a physical gift card, you can swipe it to look up the account
- **Lookup** - search by the customer's name or email (they must have previously registered their gift card).



STEP 2. Once you have located the account, if the customer has enough points to redeem for a discount, you will see the Save or Redeem screen (below) which gives the customer the following options:

- **Cancel** - Cancels the application of the Rewards Account to the transaction, goes back to Pay screen.
- **Save for Later** - Applies the account to the transaction and any earned points will be applied to the account for future use.
- **Redeem Points** - Applies the Rewards Discount displayed to the transaction taking place.



Should you have any further questions that were not answered here. Please do not hesitate to email us your question and we will get back to you with an answer as soon as possible. Email us at: [info@ovationbistro.com](mailto:info@ovationbistro.com)

We thank you for your business and we want to continue to earn it daily.

-Fernando, Joel.