

Multiple-Restaurant Delivery Software

POWER FLASH

February 2010

In this issue

New Pharm Rep Screen

New Internet Features

New Order Screen

and more



**Promotions,
Coupons & Discounts**

RDS CONTROL SYSTEMS
www.rdscontrol.com

SALES

(888) 578-9428
sales@rdscontrol.com

SUPPORT

(888) 578-9428
support@rdscontrol.com

After Hours

Emergency Support

*Emergency support is available from
8 am to midnight central time,
seven days per week.*

(214) 224-0060

OUR STAFF

Scott McMurrain
President

Benjamin Maxwell
Support / Graphic Design

RDS Control Systems
1100 Business Parkway, Suite 140
Richardson TX 75081
(888) 578-9428



We are getting closer to the March 15 release date for our new Power Flash version. This new version is packed with new features, and has been in development for the past several months. It is being beta tested now.

In addition to the integration with Google Maps, which was discussed in detail last month, we have added many more features. Here are just a few:

Discounts & Coupons have been greatly enhanced in our new version. They are now part of the Promotion feature, and you now have greater flexibility when setting up these coupons. Every coupon now has two major components: criteria and benefits. You can restrict who can use coupons with a wide range of criteria, including order type (takeout or delivery), how the order was placed (Internet or call-center), what restaurants were used, the order size, how many times the customer has previously used the coupon, and more. Once the system has determined the customer is entitled to use the coupon, you can specify the type of benefit that will be given, including a flat discount, percentage discount, free delivery, or even a list of items that they can choose from! The system can be setup to offer the discount upon request, or can be setup to automatically apply it to qualified orders. Coupons can even be setup on a priority basis, giving you the ability to restrict the use of multiple coupons on an order.

The customer credit feature has been improved. Previously, when you issued a credit to a customer for a future order, the system simply gave the person a discount when they later ordered. But the discount could only take the order down to zero; it could not be applied to a tip. Now, the credit is the last thing applied to an order, and can be used for any part of an order, including the tip. Credits are accounted for separately on the Power Flash reports, and are no longer simply considered discounts on new orders.

A restaurant rating system has been implemented. This feature is completely optional. However, if you choose to use it, you can allow your customers to submit reviews after they have ordered from a restaurant. They can rate that restaurant on a scale of 1 to 5, and can write comments. Customers can only rate restaurants that they have ordered from, and can submit one review for each order. When your customers order on-line, the restaurants' ratings are listed with a number of stars. Restaurants can be sorted by rating.

Speaking of the Internet Restaurant Screen, it has also been redesigned. Restaurants are now grouped by cuisine, and can be sorted by name, distance, rating, or price. (You can enter a price range for each restaurant by specifying from one to four \$ signs). Since Power Flash now calculates distance, it will list the distance to the customer from each restaurant on the screen.

These are just a few of the features that will be included in the new version. We will be at the RMDA convention at the end of February to demonstrate the new version. Hope to see you all there!

Scott McMurrain

Utilizing the latest in software technologies, PowerFlash can provide the complete solution for delivery services of all sizes.

- **Completely integrates Call-Center and On-Line ordering**
- **Organizes deliveries by zones or distances using Google Maps**
- **On-Line Group Ordering and Corporate Order Management**
- **Organizes Medical Facilities and Pharm Reps**
- **Integrates with QuickBooks for complete accounting support**
- **Integrates with Web Portals for increased sales**
- **Customizable website interface**

With over 19 years of experience developing software for the multiple-restaurant delivery industry, our software has been used in hundreds of delivery services throughout the United States and Canada



 **PowerFlash** Professional. Flexible. Simple.



(888) 578-9428 www.RDSControl.com

PROMOTIONS, COU

Promotions, coupons, and discounts have now been combined into a single, unified feature of Power Flash. The terms coupon and promotions now mean the same thing, whether it is a discount, promotion, or physical coupon.

Previously, you setup Promotions under the promotion section, and you setup discounts and coupons under house items. Now, everything is setup under "Marketing: Promotions." Your previous coupons and discounts under the House Menu have automatically been imported into the new feature.

Priority Levels

Coupons can now be arranged by priority levels. This allows you to determine which coupons can be combined and which ones cannot. Each coupon is assigned a Priority Level from 1 to 10, which 1 being the lowest and 10 being the highest. Coupons with a higher level always take priority over those with a lower level.

When a coupon marked as exclusive is used on an order, no other coupons with the same or lower priority level can be used on that same order. Coupons with a high priority level are not effected. For example, let's say you have three coupons:

- Free Soda with any order over \$15. Priority Level 3, exclusive.
- Free Six-Pack sodas with any order over \$50. Priority level 3, exclusive.
- \$3.00 Late Order Discount. Priority level 8, not exclusive.

If a customer tries to use all three coupons, the system will only allow either the Free Soda OR the Free Six-Pack, but not both. This is because they are marked exclusive and have the same priority level. But the customer can use the \$3 Late Order Discount coupon because it has a higher priority, and is not marked exclusive. But if the \$3 coupon was marked as exclusive, neither of the other two coupons would be able to be used.

The screenshot shows a software window titled "Promotions" with a list of coupon types at the top: Food Coupon, Full Coupon, Nba, Food Coupon, Late Error Disc, Nba2, Full Coupon, Money Mailer Coupon, and Rest Err Disc. Below this is a form for editing a "Money Mailer Coupon". The form includes fields for "Promotion Name" (Money Mailer Coupon), "Description", "Level 1 - Lowest" (dropdown), "Priority", "Active Promotion" (checkbox), "Exclusive Promotion - Do NOT offer any other promotions with a lower priority than this one" (checkbox), and "Deduct before calculating sales tax for flat or % discounts" (checkbox). There are sections for "Promotion Qualifications" (Coupon Code: MM07, Beginning Date: 1/1/2009, Expiration Date: 5/1/2010, Promotion may be used 1 times every 30 days, Minimum Food amount on order required to receive promotion: 0.00) and "Daily Time Restrictions" (Days: Mon, Tue, Wed, Thu, Fri, Sat, Sun; Starting Time: 12:00 AM, Ending Time: 11:59 PM). There is also a "Promotion Benefits" section with radio buttons for Free Delivery, Flat Discount (selected), % Discount, and Free Staff, and a "Discount Amount" field set to 4.00. A "Qualifying Items" section is partially visible at the bottom.

Automatic Coupons

Coupons can be set to be given to a customer automatically. If you check the automatic box, and the customer meets the criteria for that coupon, the system will automatically apply it to the order.

Your previous coupons and discounts under the House Menu have been automatically imported into the new feature.

Coupon Qualifications

The system allows you to specify several different criteria that must be met before a customer is allowed to use that coupon.

Coupons can be restricted to take-out orders, delivery orders, or both. They can also be restricted to Internet orders, Call Center orders, or both.

If you assign a Coupon Code, and the coupon is allowed to be used on the Internet, the customer can enter that code when checking out.

Coupons can also be restricted. Restricted coupons can only be selected from within Power Flash by a manager with "Use Restricted Coupon" authority.

You can limit how often a coupon may be used, by specifying limits on how many times a coupon can be used within a given period of time. For example, you could specify that a coupon can only be used once every 30 days.

A minimum food amount can also be required. If you enter a minimum food amount, that coupon can only be used on orders where the customer has ordered at least that amount of food.

Finally, you can limit a coupon by restaurant or even specific menu items. Multiple items can be entered. So long as the customer orders at least one of the items, they can use the coupon. For example, you can create a Free Delivery coupon that could only be used at Pete's Pasta House. Or you could create a coupon for Free Fries that can be used if a customer orders a Hamburger, Cheeseburger, or Fish sandwich from Harry's Hamburgers.

COUPONS & DISCOUNTS

Time Restrictions

Coupons can have a starting date and an ending date. They can only be used during this period. In other words, you can create expiration dates for coupons.

You can also specify the times during the day that a coupon can be used. This is useful for setting up lunch only or dinner only coupons.

Finally, you can even specify which days of the week the coupon can be used.

The system uses the delivery date when determining coupon availability, not the date on which the order was placed.

Coupon Benefits

The last component of the new Promotion system is the ability to determine what the customer gets when using this coupon.

Each coupon can have one of four types of benefits: flat rate discount, percentage discount, free delivery, or free stuff.

Flat Rate discount coupons deduct up to that amount from each order. If the coupon amount is greater than the order amount, the order is reduced to zero.

Percentage discount coupons reduce the order by that percentage of the food and delivery fee.

Free delivery coupons remove whatever delivery fee is charged on the order.

Tips that are calculated on order totals are calculated before applying the coupon.

The last type of Promotion Benefit allows you to list specific items or rewards that can be given away. If a single item or reward is listed, then that is what the customer is given. You can also enter multiple items, and assign a weight to each item. You can assign a total free weight to be given away. Then, the customer can choose as many items as he or she wants, up to the total weight allowed to be given away.

Items given away can include both restaurant items and house menu items. Only restaurant items from restaurants already on that order can be given.

You can also give away reward points with a coupon.

Using a Coupon

From with Power Flash, simply click on the “Use Coupon” button when

placing an order. Automatic coupons are offered when you press the “Use Coupon” button or when you press the “Complete Order” button.

From the Internet, the customer enters the Coupon code on the Checkout screen. Automatic coupons are offered when the customer reaches the Checkout screen.

Possible Uses

The uses for the new system are virtually endless. Here are just a few examples of coupons that could be created:

- Free delivery for orders over \$50,
- Free delivery on all orders from Pete’s Pasta Emporium,
- Free order of fries when you order a hamburger, cheeseburger, or fish sandwich from Betty’s Burgers,
- Free dessert with lunch on Sunday,
- 5,000 bonus Reward points when ordering from Bob Buffalo Wings anytime next week,
- 10% off your next order,
- Free soda with any order over \$25,
- Almost anything else you can think of!

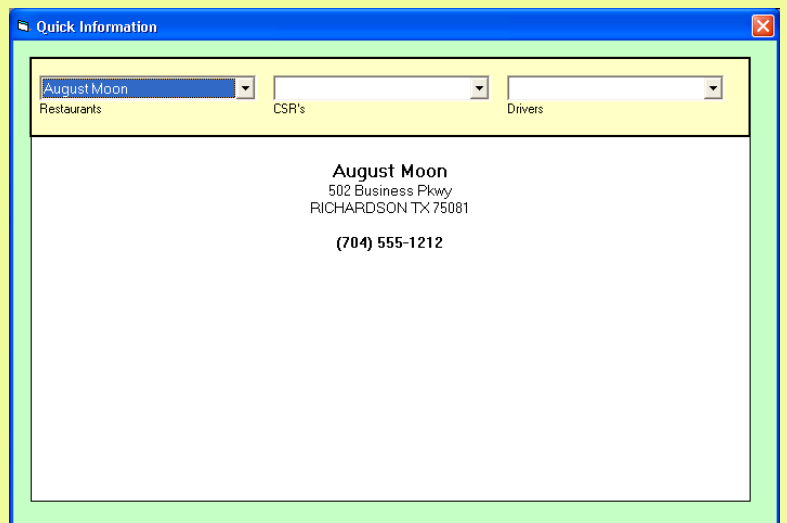
QUICK INFO SCREEN

Many times, your CSR or dispatcher may need to quickly look up a restaurant, driver, or employee.

However, you may not want to give access to the Restaurant and Personnel setup screens to all of your employees.

Now, there is an “INFO” button on the main toolbar. Clicking on that button will bring up the screen on the right.

Just use the dropdown box to view information about a restaurant, driver, or CSR. Only general contact information is shown. Private and financial information is not displayed on this screen.



THE POWER FLASH ORDER SCREEN

The layout of the Order Screen has been modified to make it easier to enter Pharm Rep or Portal information. Distance information is also provided right on the main screen.

As before, just click on any blue hyper-link to enter or get more information about that topic.

The Existing Credits link has been moved to a new location after the Order Total and after the tips. Credits can now be applied to driver tips in addition to the order total. Under Company Setup, you can indicate whether you want Sales Tax calculated before or after the credits are applied. Check this box if you want the credits to be applied before tax is calculated. (This is the way the system worked previously.)

Coupons and Discounts are no longer listed in the Menu Section on the left. Instead, there is a new "Enter Coupon" button on the right side of the screen, right in the middle. Just click this button and you can choose from all available coupons.

If the order is a Web Portal order, click on the Portal Info link at the top of the screen. Then choose the portal from the list you are shown. Depending on your portal setup, orders can be

paid for by the portal, or directly by the customer. If a portal is setup to use both methods, you are prompted to choose how this particular order will be paid. You can also enter the Portal's Order number for future reference as well.

Entering Pharm Rep orders is also very easy. Simply start the order the same way you normally do. From the customer search screen, choose the DOCTOR'S OFFICE as the customer. (Remember, the Doctor is the customer in Power Flash; the Pharm Rep simply pays for the order).

Then, on the Order Screen, click the Pharm Rep link at the top of the screen and choose the Pharm Rep that will be paying for the order. This order will then be included inside the Pharm Rep's record for reporting and management purposes.

And it will also be under the Doctor's order history for future reference and mailing list purposes.

Reward Points can be awarded to either the Doctor, the Pharm Rep, or both.

THE PHARM REP SCREEN

The Pharm Rep screen has been redesigned for the new Power Flash version. Many of the features and functions of the customer screen have been added to the Pharm Rep screen. For example, you can now enroll Pharm Reps in Reward Programs. Once enrolled, they will receive points whenever they pay for an order for a doctor's office.

The Pharm Rep can now log into his account on the Internet, and view all orders that he has paid for, and even place orders for his doctor clients. This screen also incorporates the features of your regular corporate accounts, including the ability to charge orders and receive notifications. Because the on-line ordering system is completely integrated with the Power Flash system, Pharm Reps can manage all of their orders on-line, whether they were placed on-line or in your call center.

Pharm Reps
✕

Add New Pharm Rep
List Pharm Reps

DRUG COMPANY NAME [edit](#) [Show Order History](#)

Doug the Dealer

3096 Mccord Blvd
Tallahassee, FL 32303

(904) 562-7548 (904) 942-4559

Medical Facilities

Medical Facility	Contact	Last Order	Order (#) \$\$

No Special Fee
--- NONE ---
0.00

Charge this Delivery Fee always Salesperson

Hide Customer on Fax

Do NOT Include on Customer List

Include on Email Lists?

Exempt Convenience Fee

Require Attendance Count on every order

All my orders are tax exempt

Block Checks

Block Orders

Premium Prices

Account Charge Info

[Account Balance \\$125.61](#)

[Credit Limit \\$1000.00](#)

[New charges are allowed.](#)

[Record Charge](#)

[Receive Payment / Issue Credit](#)

[View / Print Statement](#)

Credit Cards on File

Card Number	Expiration
Add NEW Card	

Notifications

Type	Frequency	Send To
Add Notification		

Order Count 0.00

Total Spent 0.00

Last Order

First Order

[No special tip instructions.](#)
[No Tax ID Info on file.](#)
[No Individual Group Limit.](#)
[Personal Lists](#)
[Secret Message](#)
[Demographic Information](#)
[Existing Credits](#)
[Assign Password](#)
[Edit Messages](#)

Reward Programs

Reward Programs

When placing Pharm Rep orders in the system, you enter the order under the Doctor's name. Then, you specify that the Pharm Rep will be paying for the order. This allows the system to track the order two ways: under the doctor's account and under the Pharm Rep's. This will give you the ability to see who else has ordered for the doctor, allowing you to suggest alternatives if the doctor has had the same type of food delivered recently by another Pharm Rep.

Because you have entered both the Doctor's information and the Pharm Rep's information, they are both now on your mailing list. This allows you to double the effectiveness of your marketing campaigns.

Pharm Reps can also start Group Orders for a medical facility. Instead of ordering bulk items, a Pharm Rep can start an order, and each person at the medical facility can then log on and place their own order. They system will aggregate everything into a single order, and charge the Pharm Rep's card or corporate account.

Finally, Reward points can be awarded to either the Pharm Rep, the Doctor, or both.

NEW INTERNET FEATURES

Business Administration

Office managers can now manage their accounts on-line. Every business inside Power Flash has one or more administrators. When an administrator logs into your Power Flash website, and clicks on "My Account," they are taken to their account

Ready Set Food Serving the U.S.A.		Home	Browse Restaurants	Place Order	Delivery Info	About Us	My Account	Logout	
								(888) 578-9428	Customer Service
Company Information									
Company Name:	RDS CONTROL SYSTEMS								
Billing Address:	Po Box 2310 Rowlett TX 75030								
Company Phone:	(888) 578-9428								
Contacts									
Name	Email	30 Day History	Spending Limits	Credit Limit	Authorization	add			
Bibby Mccoolg	hotel@email.com	none	no limit	no limit	Cash Only	edit			
Bob Brown	scott1@rdscontrol.com	none	no limit	no limit	Cash Only	edit			
Robert Bruce	robert@bruce.com	none	no limit	no limit	Cash Only	edit			
Frank Cooper		none	no limit	no limit	Cash Only	edit			
Scott Danner	scotttester@rdscontrol.com	none	no limit	no limit	Cash Only	edit			
Invitation Lists									
Credit cards on file									
List Name	Owner	Type	edit						
Scott	Scott Mcmurrain	Public	edit						
New List	Scott Mcmurrain	Private	edit						
Test	Scott Mcmurrain	Private	edit						
Company Pending Orders									
Owner	Date	Time	Type	Order #	Restaurant(s)	Address	Total		
Company Order History									
Owner	Date / Time	Order #	Restaurant(s)	Address	Total				
Scott Mcmurrain	02/16/10 at 02:53 PM	25601	Famous Daves	3096 Mccord Blvd, Tallahassee FL	61.78 email view				
Scott Mcmurrain	02/15/10 at 10:04 PM	25595	Jone's Seafood Shoppe	3096 Mccord Blvd, Tallahassee FL	25.36 email view				
Scott Mcmurrain	02/15/10 at 03:27 PM	25581	Aarcee Rental	3096 Mccord Blvd, Tallahassee FL	51.70 email view				
Scott Mcmurrain	02/15/10 at 03:27 PM	25582	Aarcee Rental	3096 Mccord Blvd, Tallahassee FL	176.14 email view				
Scott Mcmurrain	02/15/10 at 03:27 PM	25584	Aarcee Rental	3096 Mccord Blvd, Tallahassee FL	123.02 email view				
Scott Mcmurrain	02/14/10 at 03:20 PM	25552	Baja Bar Mar	3096 Mccord Blvd, Tallahassee FL	0.00 email view				

screen just like all other users. But administrators have an additional link called "Manage Business." From this link, they can get to the Business Management screen shown at above.

The Business Management screen allows business managers set limits for each employee in their company. They can grant or deny access to the corporate account, set spending and credit limits, as well as view each employee's order history. Business Managers can view each order, and even email copies of orders to themselves or others.

Power Flash Newsletter
RDS Control Systems
P.O. Box 2310
Rowlett TX 75030

Upselling

We all know how important upselling is to the bottom line. If we could add a \$3 desert to every third or fourth order, it could easily add up to a thousand dollars or more in profit at the end of each month.

We have added a couple of features to Power Flash to assist your CSR's with upselling, and added some an upselling screen on the Internet as well.

We have added two new fields to the Menu Setup screen: "Internet Upsell" and "CSR Upsell." Check these boxes on all items that you would like to suggest that customers buy.

Each time that a customer places an order, the system checks to see if they have ordered any upsell items. If they have not ordered any upsell items, Power Flash will show them a list of upsell items and ask if they would like to add any of these to their order.

There are separate checkboxes for CSR Upselling and Internet Upselling. This allows you to list different items for your CSR's to suggest, such as items that may require additional selling techniques or information.

If you do not mark any items as upsell items, the system will not make any suggestions.