



F&B Chain to Adopt Redemption On Demand Kiosk

OVERVIEW

King Parrot Group is a leading F&B chain that operates a chain of best-of-breed theme restaurants under different brands, serving international cuisines from all over the world.

THE CHALLENGE

The Customer used to offer incentive offers through disseminating redemption coupons. It can be an issue when the patrons do not usually bring the coupons with them. In order to enhance the redemption rate, it would be desirable to print out the coupon on demand while patrons show up again at the store.

THE SOLUTION

Providing a loyalty kiosk system so that patrons can redeem their points to obtain the redemption coupon on demand. All is required is the loyal member to present his or her membership card. The system shall automatically look up the bonus points and other incentive details for the patrons.

Some forty sets of wall-mount kiosks have been installed into the chain of bars and restaurants.

MajorLink products & services include the loyalty kiosk hardware and software, contactless smart card and other supporting infrastructure.

Launched in 2006.

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