

# NCR CASE STUDY

## Infinito's Pizza



"It was just fantastic to show our team at quarterly meetings the powerful impact of implementing NCR's gift card program."

- Zach Malinowski: Executive Vice President, Infinito's Pizza

### The customer

Infinito's Pizza is known in the Pennsylvania area for its high quality pizza, pasta, and salad buffet. The restaurants offer an unlimited selection of savory pizzas made from hand-made dough at their seven locations. In addition to the pizza buffet there are more than 30 different flavors of sodas and juices. As Infinito's expands, Executive Vice President Zach Malinowski finds it essential to offer consistent experiences to engage customers at all locations.

### The challenge

Previously Infinito's used another gift card provider that was not integrated to their POS system. It was important for Zach to find a solution with thorough reporting, ability to allow customers to sign up and check balances online, and most importantly a customer focused program. Through the previous provider, managers were spending time getting gift cards to work and checking balances for customers causing little or no promotion of the program.

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## The solution

After implementing NCR Stored Value across their multiple locations, Infinito's is now able to promote one seamlessly integrated gift card program. Customers can now buy and redeem gift cards at any location and check their balances online. The actual cards are customizable, high quality and give a high end appeal making customers more confident about the gift card program. Managers can now spend time promoting a reliable gift card solution instead of spending time checking balances by phone and trying to figure out how to make the program work correctly.

## The result

Infinito's has seen many benefits early on with NCR Stored Value. For example, a manager could easily add value to a gift card to encourage unhappy customers to try the restaurant again. It is easy for management to track the results to understand how the incentives improve the customer's experience.

"The gift card program is everything we expected it to be and more. We have promoted gift cards through social media and our text club and we have barely tapped into the additional benefits and value that I know it can offer," said Malinowski.

Infinito's loves the flexibility of the customizable options for gift cards. They are able to discount gift cards to do promotions, such as the "Christmas in July" offer. The restaurant promoted \$5 off \$25 gift cards, and in only ten days, all locations combined sold \$10,000 in gift cards alone. The detailed reporting was a good motivation tool to show management exactly how much value the program was bringing to the business.

## Key highlights

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### Location

Central Pennsylvania

### Partner

SCR Business Systems

### Technology solution

- NCR Aloha point-of-sale hardware and software
- NCR Stored Value



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