

Pastori's is Getting the Job Done!

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Ellington, Connecticut; a small farming community in Northeastern Connecticut; not known for its trailblazers, trend setters or fashion icons is, however, the home of Pastori's Family Restaurant, who can now claim the honor of having a patron who has received the first ever, vPunch gift card.

Jean Carpenter, a local resident, is a regular at Pastori's. She comes in three to four nights a week to connect with her friends and talk of the day's events. Recently, her best friend, Lauren, who also happens to be one of the bartenders, asked Jean to join Pastori's brand new Guest Loyalty Program.

Jean opted into the program simply by sending a text message on her cell phone. Later, she completed the one time 4 minute registration on line in the comfort of own home. She then continued doing what she normally does; stops in at Pastori's for a drink and an appetizer and pays with her registered credit card. By doing this she is earning "virtual punches" on a virtual punch card that she controls at www.vpunchrewards.com. After her fifth visit, while spending a minimum of \$10 each time, Jean received a \$10 gift card. When I met Jean in person, she indicated to me that process was so easy and seamless, it was a no brainer. Now that she has received her first gift card, subsequent visits will add up toward her next \$10 reward and the cycle will continue.

Jean Carpenter is only one of several success stories at Pastori's. Georgia Savvidis, the owner, has played a pivotal role in her own success. She regularly questions her guests asking, "Have you joined my loyalty program?" If they respond that they have not, she goes on to describe how easy enrollment is.

"It's like 2 steps!" She says. "Send a text message and go onto your computer. You know how to text, right? And you sit in front of your computer all day, right? So what's the big deal? They send the card right to your house and it even has your name on it! Sign up is easy and you only do it once and you're done!"

She went on to say that her guests feel much more at ease when she reassures them that their information is safe as the credit card number is simply a tracking number. "They don't even ask for your 3 digit code or your expiration date, so what's the harm?" she finished. Georgia was also enthusiastic about the fact that her guests are talking it up to each other and actually helping each other register!

Sometimes, if it's busy, she'll say, "Using your credit card? Why not get rewarded?" Then she slips an enrollment card into their hand. "You come in anyway, why not join? If they don't want to, I don't push it..." Without a doubt, Georgia's involvement is the biggest factor in the success of vPunch at Pastori's.