



All-in-One Restaurant Management Platform



Customer Relationship Management

Data drives business. Toast securely stores customer information, enabling restaurant operators to run data-driven marketing campaigns and better understand their business overall.

Collect Customer Data

When guests sign up for your loyalty program or receive a digital receipt, Toast keeps track of that valuable contact information. Historical profiles with guest purchase history give restaurant operators access to crucial information about their businesses.

Customer Reporting

The data stored in the Toast CRM makes it easy to identify the customers that are your biggest spenders and most frequent visitors. In the customer report, managers can also select an individual customer and get specific details about that guest including order history, purchase statistics and personal information.

Run Targeted Marketing Campaigns

Once you understand your customers' preferences, you can begin to communicate with them outside the restaurant. Restaurant operators can use the detailed customer data stored in their Toast system to send personalized messages and promotions to their best customers.



“By being able to integrate email marketing into Toast, now we don't have other third party vendors that we're dealing with. It's all going through the Toast platform now.”

— Chris Kane, Finale Desserts



www.DCRS.com

2605 Metro Blvd • St. Louis, MO 63043
314.739.6666 • 800.231.0166