

Payment Solutions for

QSR QUICK SERVICE RESTAURANTS



 **VeriFone**
THE WAY TO PAY™

www.verifone.com



WHY ACCEPT CARD-BASED PAYMENTS?

Electronic payment is made to order for quick service restaurants (QSRs), where transaction speed and operational efficiency are essential. It is faster than cash, and processing requires an average of only 2-4 seconds over a high-speed network. Also, electronic payment is especially well suited for busy drive-thru lanes, where almost two-thirds of sales are generated. Customers can swipe cards for payment at the time of the order, and be given the receipt along with their meal when they reach the pick-up window.

Increase Sales — Customers spend more money when using a debit or credit card

Lower Costs — On-line debit transactions carry low fixed transaction fees instead of percent-of-sale interchange fees

Differentiate — Your locations will stand out from the competition by accepting debit and credit cards

More Efficient Service — Employees can fill orders while customers swipe their card and enter their PIN

Improve Customer Service — Customers expect businesses to take cards regardless of ticket size

WHY CHOOSE VERIFONE?

VeriFone's QSR experience is unmatched. Our terminals are currently installed or being installed at the largest QSR chains in America. Plus, our vast experience and leadership in the multilane and petroleum markets give us the edge you demand.

Broad Menu of Solutions

- Support both dial and Ethernet connectivity
- Offer stand-beside and integrated systems
- In-store and drive-thru solutions available

Unequaled Quality and Reliability

- Known to deliver the highest quality and reliability
- Stand up to the hard knocks that can be expected on the front lines



COUNTERTOP SOLUTIONS

The versatile **Omni 3750** is tailor-made for the QSR environment. It is powerful enough to process any transaction in seconds, and supports an Ethernet connection so you can take advantage of high-speed networks. And its amazingly small footprint won't clutter up your counters.

- Uses industry standard Ethernet connections to support DSL, cable, and satellite
- Completes transactions in as little as 4 seconds
- Multi-application capability lets you securely run payment and value-added applications such as gift card, loyalty, time and labor management, and employment verification
- Intuitive ATM-style interface greatly reduces clerk training and minimizes the chance of errors
- Integrated PIN pad supports debit and other PIN-based applications
- The "clam shell" printer with its simple, drop-in paper loading makes paper jams almost impossible





COUNTERTOP & CUSTOMER ACTIVATED SOLUTIONS

Pairing the high-performance **Omni 3750** terminal with the customer-facing **Omni 7000MPD** is an unbeatable combination. You get the speed and performance you need. And customers get the security they want by not having to relinquish their cards.

- The Omni 3750 and Omni 7000MPD are currently installed at some of the largest QSR chains in America
- The Omni 3750 provides modularity and support for applications such as gift and loyalty cards, time and labor management, and employment verification
- Intelligent, easy-to-understand interface prompts customers to swipe card and enter their PINs
- The Omni 7000MPD contactless module makes consumer payments as fast as touch and go
- Durable, soil resistant keys stand up to the heaviest usage

DRIVE-THRU SOLUTIONS

Electronic payment is especially well suited for busy drive-thru lanes, where almost two-thirds of sales are generated. The **Omni 3750** and **EverestPlus** are a tantalizing combination when used with a Delphi or Texas Digital order display as part of a complete drive-thru solution. Customers can swipe cards for payment at the time of the order, and be given the receipt along with their meal when they reach the pick-up window. There's no time-consuming handling of cash or making change.

- The terminals are versatile enough to be attached to the order confirmation unit or wall-mounted
- Rugged and weatherproof solutions stand up to any type of outdoor usage
- Drive-thru solutions can be connected via Omni 3750 or an integrated solution





SOFTPAY COMPLETES THE SOLUTION

VeriFone's **SoftPay** software is the global standard for payment acceptance. Installed in over 11 million retail outlets worldwide, it supports speed and ease-of-use functions required for the QSR industry.

Fast Payment Service — Supports card association regulations that allow QSRs to waive signatures

Disable Receipt Printing — To speed transactions and save paper costs, the customer receipt does not have to print

Detailed Reporting — Simplifies accounting by showing detail for each transaction in the batch by clerk, including clerk ID, partial account number, and meal amount

Simple Transaction Flow — Menus can be modified to remove unused functions, resulting in reduced training time and clerk errors

Pre-dial — Transaction time is shortened because the Omni terminal pre-dials as soon as the card is swiped

Multiple Applications — Enables value-added applications such as time and labor management, employment verification, and gift and loyalty cards



BENEFITS AT A GLANCE

- High-performance devices process transactions in seconds
- Modular design for unbeatable flexibility and investment protection
- Customer activation increases incremental business
- Complete drive-thru solution speeds up the line, allowing you to serve more customers
- Flexible solutions offer full range of payment and value-added applications
- Unsurpassed quality and reliability from VeriFone



www.verifone.com