



SMART

TOTAL SOLUTIONS DELIVERY

VeriFone Success Story

Food Pavilion in Popular Mall Turns to Wi-Fi to Meet Customer Card Demands

The Food Pavilion, operated by MSE Branded Food Systems, is located in the popular North Georgia Premium Outlets, north of Atlanta, Georgia, where customers increasingly request the convenience of paying for meals and snacks by credit card.

Challenge

With more and more customers asking to use credit cards to pay for food and refreshments, Food Pavilion manager Bob Starke knew it was time to install an electronic payment solution. The only problem: the local phone company wouldn't install phone line drops to the eight separate counters in the popular food court.

"We'd been trying to get credit cards in here for some time," says Starke. "We wanted to go with phone lines to each register, but [the local phone company] didn't want to run in the lines. They would have had to run lines up into the ceiling and they just rolled their eyes. They were going to farm out line installation to somebody else but they couldn't find anybody."

Solution

Starke had heard about VeriFone's Wi-Fi enabled Omni 3750 payment solution and decided to explore that option. As he already used a DSL broadband modem in his office, there was no need for any phone or Internet installation work.

"When we arrived on site, we plugged the Linksys router in the back of the DSL modem and it was able to connect to the Internet," says VeriFone's Tim Cormier. "The terminals were then powered up and transactions were run at each location successfully. A total of nine terminals were installed and total installation time was about 20 minutes."



Customer profile

Business focus: Food service consulting and operations management

Headquarters: MSE Branded Food Systems, Gainesville, GA

Number of stores: 200 from Texas to Iowa to Georgia

VeriFone solution: Omni 3750 modular terminals with Wi-Fi Enhanced Communications

Processor: RBS Lynk



Omni 3750



Benefits of Omni 3750 Terminals with Wi-Fi

- Supports high-speed enhanced communications connectivity
- Easy installation and maintenance saves time and money
- Modular design protects processor and retailer investment
- Supports debit, credit, and value-added applications — for enhanced revenues
- ATM-style interface and easy-to-read menu prompts reduce training and minimize help desk calls

Merchant Benefits

- Eliminates dial connect time to make card-based payment faster than cash—as little as 3 seconds
- Offers a “plug and play” way for smaller merchants to accept debit and credit cards, or offer loyalty or other card-based programs and services
- All-in-one design—with thermal printer and no cabling—reduces clutter on countertops
- Sophisticated security protections guard against fraud and tampering

Benefits and Results

“Transactions have been very, very fast,” says Starke. “The total transaction probably takes under 10 seconds, including having customers sign receipts.” Because he already had a DSL broadband connection, the Food Pavilion paid no additional line charges and is avoiding monthly phone bills.

Customers responded immediately. Credit card transactions have accounted for 10% of total revenue, on average, since the VeriFone enhanced communications solution was installed. “Five years ago maybe one out of 500 customers would ask if we could take credit. Three years ago one out of every 300 would ask. Last year it seems like one out of every 10 customers would ask to pay by credit card and that really started us thinking,” says Starke. “I definitely believe it has driven up sales. I’ve seen people pay by charge for a soda.”

About Wi-Fi

Wi-Fi is the common name given to wireless local area networks based on the Institute of Electrical and Electronic Engineers (IEEE) 802.11b or 802.11g standard. Wi-Fi networks are cost-effective and easy to set up. In addition, Wi-Fi networks can be protected by sophisticated security protocols.



www.verifone.com