

FOOD SERVICE POS NEWSLETTER-

Summer 2012 Edition



INFORMATION SYSTEMS AND SUPPLIES "The Northwest's Leading Hospitality POS Provider Since 1991"

Future POS



Future POS a big hit at Progress Ridge



Read about Handhelds and Tablets on Pages 2 and 3!



Progress Ridge Townsquare is nestled between the affluent neighborhoods of Bull Mountain and Murray Hill straddling the city lines of Beaverton and Tigard. Progress Ridge is a collection of fine retail, restaurants, and service businesses.

Future POS, installed by Information Systems, is the POS system of choice for the majority of food service establishments that have opened here.

Asian Cuisine Express decided on Future POS due to the order entry speed and ability to easily modify an order. ISS was able to provide a POS system with the features required in a quick service Asian Fusion concept at an affordable price.

Ava Roasteria is more than just a gourmet coffee house as they also offer delicious sandwiches, soups and salads, European pastries, wine and fine cheeses. Ava chose Future POS for their new Progress Ridge location and subsequently installed a second system at their downtown Beaverton location. Future's ability to provide a gift card program that allows a card to be used at either location with no swipe fee was a major reason Ava chose ISS

When Fuddrucker's opened their new Restaurant at Progress Ridge they also chose the highly featured Future POS system. Future's grid

style modifier feature allows Fuddrucker's to easily modify any burger order to the customer's specification.

BJ Willy's opened their third metro area location at Progress Ridge in April. Like Ava, the gift card routine is a huge feature as well as the overall speed of order entry that helps BJ's turn tables as quickly as possible at this busy restaurant and bar.



The Mercury Advantage

- Free up-front gift cards and free gift card processing.
- Mercury pays 50% of your support contract with ISS.
- Customer Loyalty and Rewards programs.
- 24/7 support
- Competitive processing rates

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Handheld POS: Frequently asked questions about the latest portable solutions

Does the handheld POS have the same features as a standard terminal?

For the most part, YES. The handheld POS is very similar to the standard terminal, -only it's portable! These devices are very straightforward to operate, allowing your servers to enter orders and complete the same tasks as they would on the typical terminal, using the same screens and buttons.

Do I have options when choosing handheld devices?

YES, in fact Future handhelds are a completely open platform. You can choose between a Widely handheld which is rugged and designed for bar and restaurant environments, or a less expensive mainstream device such as an I-pod touch, I-pad, Samsung Galaxy tablet, or Kindle. Lots of options!

How does the handheld device support credit card payments?

Handhelds support portable credit card swipe devices, enabling servers to swipe a customer's credit card and complete a transaction without the card ever leaving the customers sight. The handheld device also supports portable belt printers, allowing credit card slips to be printed directly at the table.

8 Reasons to use Handheld with your POS System

Advancements in Handheld Technology are changing the way that the Hospitality industry operates. The days of wait staff taking customers orders with a pen and note pad are coming to an end, and Restaurateurs are beginning to take advantage of portable devices in their business operations. Why? Here are 8 reasons to incorporate the use of handhelds with your restaurant POS system:



- 1. Efficiency**– Servers can stay on the floor without having to enter the order into a standard POS terminal. This saves time and makes the whole order taking process much more efficient.
- 2. Verification**– Orders can be verified in front of your guests, allowing quick changes to be made and eliminating the likelihood of errors.
- 3. Security**–With the ability to swipe the card on the handheld device tableside, your customer will feel more secure since their credit card never leaves their sight. This ensures tighter security and provides peace of mind to your customers.
- 4. Information Access**–Reports and item availability can be viewed on the handheld device. This simplifies managerial decision making and allows you to oversee your business from other locations.

- 5. Cost Savings**–Not only has the price of handheld devices decreased, but ordering via portable devices results in fewer errors and Less wasted inventory. Servers can cover more tables which ultimately leads to lowered labor costs.
- 6. Increased Sales**– You will definitely turn tables faster, as handhelds speed up the ordering process by eliminating steps. You also sell more food and drink to customers as they take advantage of the faster service. Your wait staff can dedicate more time selling and less time running between the floor and the POS terminals.
- 7. Tableside Printing**– By incorporating a wireless printer, your handhelds allow you to print checks, coupons, frequent diner Information, and other marketing promotions right at the table. This is a major convenience factor, and redirects your business focus from the POS terminal to the customer.
- 8. Flexibility**– A bar or restaurant POS system integrated with handheld technology offers a higher degree of flexibility. Handheld Devices can be used as line-busters, patio or deck terminals, and can be used in a banquet or private party scenario. They are Great tools for a floor manager to check on a tables order, or to even issue a comp. or discount.



End to End Encryption now available with handhelds

Future POS and Mercury Payment Systems have teamed up to greatly reduce the risk of POS related security breaches by incorporating “end to end encryption and tokenization” of data for credit card processing. Mercury injects a magtek card reader, that can now be used with our handheld devices, with an encryption key. This key masks the credit card data so that it is useless if compromised. This data can only be read by the card processing servers at Mercury.

Improve Customer Loyalty with your POS System

If you are a business owner, you undoubtedly recognize the value of repeat purchases from your customers. What you might not realize is that your point-of-sale system can be a critical component in fostering customer loyalty.

With **Future POS**, you can tie purchases to specific customers. This not only establishes the foundation of your business relationship, but it also provides you with endless opportunities to grow your profits. Here are some key points to help you get started!

Keep track of relevant customer information

Make sure you are utilizing your POS system to track and store relevant information about your customers. This can include the customers first and last name, phone number (s), address, and email. Depending on your business, you may want to take note of birthdays, special dates, and specific eating preferences (i.e., if your customer is a vegetarian, or has certain food allergies, etc.).

Conduct an analysis

Now that you have stored all this valuable data using your POS system's customer program, you need to analyze the information in order to move forward. Brainstorm a list of opportunities that will allow you to reach out to customers. For example, you could focus on those customers who haven't visited your business in the last six months, customers in a certain demographic group, or customers who spend "X" amount of dollars per month.

Select meaningful output options

If your point-of-sale system is integrated with some form of mobile loyalty program, you can target your most profitable customers and send out promotional offers and awards. You can also implement a frequent diner reward program to capture repeat business. For example, Future POS software allows you to print a message at the bottom of receipts that indicates the current level of where your customer stands in the frequent diner rewards program. You can link your customers to certain loyalty plans, track the dollars they have spent, and record the number of times that they have repeated that purchase.

Other useful output options that are available with **Future POS** include spending reports, mailing labels, constant contact, iContact, and standard email messaging.

Measure your results

Once you've taken the time to analyze your information and reach out to customers, you should measure your results. How? You can run a back office report of the "Dollars Spent Since Date" for your target market, or even conduct a survey to find out which frequent diner or loyalty rewards your customers find to be the most valuable. Regardless of the method you choose, just make sure to focus on actionable metrics that will actually allow you to improve your success rate.

Try and try again

If you are still having trouble with your loyalty program, try selecting one of the different output alternatives. It might start out as a trial and error process, but once you have established the right criteria, you'll be on your way to creating positive customer feedback and repeat purchases.

