Restaurant Tech Tips:

From Hardware to Software

Contents

Ready for Launch

You've established your business plan, you've got the funding, your branding is complete, and you're closer than ever to cutting the grand opening ribbon! Whether you're a mom & pop bistro, a new food truck on the scene, or launching a highly anticipated full-service brick & mortar, here's everything you need to know about running successful restaurant operations and all the items you may have forgotten to check off the list.

Accepting Payments

Regardless of the type of establishment, you'll need the ability to take multiple types of payments. How you do it, who you do it with, and how much you're being charged to accept payments are just a few important things to consider.

What is merchant processing?

In order to accept any kind of card payment, you need a reliable and secure payment gateway, which is provided by a **merchant processing company**. In a lot of cases, POS providers also double as merchant processors. It's a good idea to find a solution that provides both within one house so you don't have multiple resources to tap if you need tech support, for example. Keep everything in one place if at all possible.

Check out **Accepting Credit Cards for Small Business** to learn more about how the whole process works.

PCI Compliance

According to Online Tech, the Payment Card Industry Data Security Standard (PCI DSS) applies to companies of any size that accept credit card payments. If your company intends to accept card payment, and store, process and transmit cardholder data, you need to host your data securely with a PCI compliant hosting provider. There are 12 requirements that a provider needs to meet in order to be PCI compliant.

Learn about those requirements and more regarding **PCI compliance here**.

4
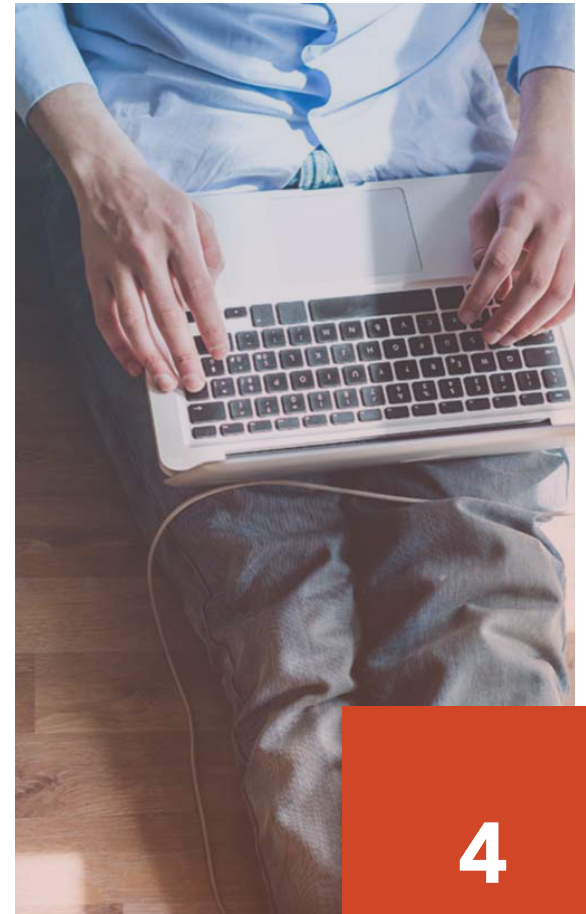
Consider how much business you expect to do before picking a processor.

There are fees associated with utilizing a payment gateway.

10 Things You Need to Know About Credit Card Processing
breaks down exactly what you need to know:

1. How much you should expect to pay
2. What to consider when shopping for options
3. How to narrow down the best deal
4. Why the amount of business you do matters when making a decision

Equipment

1 EMV

AKA the "chip" technology, EMV is the latest installment in heightened credit/debit card security and it is a mandatory, international regulation. Ensuring all of your equipment is up to par with EMV technology (i.e. chip readers) is a requirement for any business.

Check out the **EMV 101 infographic** for a quick and easy rundown of everything you need to know.

2 POS

There are POS options of all sizes for businesses of all sizes! Don't think you have to take out a massive loan just for POS technology and hardware. On the next page, we'll dive deeper into affordable POS solutions and how to navigate them all.

3 MOBILE SWIPERS

Aside from your POS hardware, you might want to consider investing in mobile swipers.

Ideal circumstances for swipers:

- Festivals
- Food trucks
- Additional payment method when registers are weeded
- Take payments from anywhere, anytime

Learn more about **accepting mobile payments here**.

4 RECEIPT & KITCHEN PRINTERS

Printers are another cost that is commonly overlooked when planning and budgeting. There are companies that allow you to rent printers, and of course you also have the option to purchase them.

Other costs associated with printers include: Ink, paper, electricity, & repairs.

Tablet-based POS solutions and mobile swipers are two great alternatives for printers (at least for customer receipts). These options allow for text and email receipts eliminating additional costs that come along with printers.

Save some green in other ways with **these tips**.

Picking a POS

There are incredibly built-out options that can cost tens of thousands of dollar and beyond, and there are tablet-based options that often also offer built out technology.

Figure out what will be best for your business based on the amount of business you expect to receive every day.

Take into consideration technology features you may need:

1. Cloud-based access
2. Employee timed tracking and scheduling
3. Inventory tracking and ability to update from anywhere
4. Reporting - How robust do you want it to be? Do you want the option to be able to access reporting from anywhere, anytime?

Why consider tablet-based POS options?

1 MOBILITY

These mobile POS solutions allow your business to move around with ease, whether in the restaurant or on the go.

2 SPACE SAVERS

They don't take up a ton of counter space like bulkier POS hardware.

3 COMPET-ITIVELY PRICED

Tablet-based options are typically much less expensive, so they're especially good for brand new restaurants and budget-conscious businesses.

4 REDUCE OVERHEAD

Eliminate the cost of printer paper by providing digital receipts instead, which also means there's no need for printer rental or purchase.

Plus tablet-based POS systems use less power than much bigger equipment options.

8

Mobile POS is the ideal choice if you fall under the following criteria:

1 Food Trucks

2 Festivals

3 Bistros

4 Coffee Shops

5 Mom & Pop Stores

6 Multi-location Restaurants

7 Stores with Limited Space

8 Budget-Concious Businesses

9 Prefer convenience of to-go POS

If you're still unsure, check out these **5 tips to picking the right POS system** for your business.

Taking a Look at POS Competition

As we've learned, there are POS options of all sizes. So it's important to do your homework when shopping for a solution that best fits your needs. Take a look at the **POS competitive landscape here**.

And check out this competitive comparison graphic to help give you a better understanding of what to look for:

	clover	HotSauce Technologies	toast	Square	payscape
BBB accredited business with A+ rating	✗	✗	✓	✓	✓
Free live software demo	✓	✓	✓	✓	✓
Unlimited users included in cost	✓	✓	✓	✓	✓
Different softwares options	✓	✓	✓	✗	✓
Tablet-based hardware options	✓	✗	✓	✓	✓
Offer custom website builds	✗	✗	✗	✗	✓
1-1 personal setup tutorial plus continual onboarding support	✗	✗	✓	✗	✓
Paperless receipt option	✓	✓	✓	✗	✓
Cloud-based	✓	✗	✓	✓	✓
24/7 customer care included in cost	✓	✗	✓	✓	✓
Perfect for:					
Stores with multiple locations/franchises	✓	✗	✗	✓	✓
Food trucks & mobile vendors	✓	✗	✓	✓	✓
Easy dual-use POS transfer: brick & mortar with mobile vendor capability	✓	✗	✗	✓	✓
Long-term personal customer care	✗	✗	✗	✗	✓
Monthly Pricing	Leases start at $59.95/month	Purchase only starting in the $1000's	$100/month for first POS, $60/month for each additional	Free + add-on fees	Triered pricing to accomodate all business*
Processing Fee	0.30% + $0.05 to 2.5% + $0.05 or higher	Unclear	2.45% + $0.15 flat	2.75% per swipe and 3.5% and $0.15 a transaction	Flexiable in-house rates

*Prices subject to change
Disclaimer: Information presented is research-based done on behalf of Payscape and represents software features as of or before 3/28/2017

10

Implement an Email Marketing Strategy

Did you know... Email is 40 times more effective at acquiring new customers than Facebook or Twitter. In fact, email marketing drives more sales than any other marketing channel.

An important first step is maintaining a customer database to marketing to patrons. Many mobile POS solutions come with integrated email marketing capabilities, making it easier on you in the long run.

Use your contact list to leverage email marketing and tap former patrons with these best practices:

1. Offer return-customer discounts
2. Create a loyalty program - technology which is also often available with POS options
3. Send coupons inviting returning customers that incentivize bringing friends - ex: "15% off for you and a friend at lunch!" Check out these **6 discounts that drive sales** for more inspiration.
4. Send monthly newsletters highlighting restaurant and neighborhood news to keep your audience interested and to remind them you're still around

Don't forget to create a delivery strategy:

1. Consider when you're hitting send. Certain days of the week and specific time frames **garner higher email open rates**.
2. Don't send too many communications. A good rule of thumb is every two weeks or once a month.
3. Check out some free pointers from the experts at Hubspot covering **email writing best practices.**

11

Implement a Social Media Advertising Strategy

Thinking you don't need a general social media presence will hurt business. Social media is a "pay to play" environment. If your initial business plan doesn't involve a paid social media strategy, you should reconsider right away.

Set aside a budget for social media advertising

1. You can target your ideal audience with ease
2. Narrow down the location you wish to market to
3. Perfect for prospecting new clients
4. Great way to reach people of all demographics
5. Express what your brand and what your restaurant is all about
6. Great creative outlet which can help start conversation about your business

Find a solution that does it all. Much like email marketing, there are POS softwares that come with social media integration and streamline executing these efforts.

12

Having a Web Presence

Having a website for your business is crucial. Custom web designs create a dynamic and exciting online presence allowing you to speak to your brand and connect with your audience on a personal level. A properly-designed site provides your company with credibility and legitimacy. It is also a key resource for existing customers, advertising to new clients, and increasing overall sales.

Affordable Build Options:

1. In 2016 the average cost for a custom web build was anywhere between $13k-$24k. Crazy, right? There are tons of resources that allow business owners to build their own sites for a low cost.
Learn how to **build a website on a budget**.
2. There are services that are ready to do it for you. Many of these outlets only require a low monthly cost and include hosting, a **competitive fee for custom design**, and full functionality across all devices.
3. Check the **website cost calculator** to see how much you could spend if you don't research competitive options.

Other Reasons to Have a Website

1. Sell restaurant merchandise like tees, koozies, coffee mugs, etc. via ecommerce **software options**
2. Allow web visitors to view your menu before visiting the restaurant
3. Display important info - phone, address, store hours, etc.
4. Provide an outlet for customer inquiries/ feedback
5. Link out to your social media channels
6. Invite web visitors to join your mailing list for discounts and deals

SEO

What is SEO anyway? SEO stands for Search Engine Optimization. It's used to increase the amount of visitors to your website by obtaining a higher positioning on a search outlets such as Google, Yahoo, Bing, etc. Everyone wants to appear as high in the rankings as possible, but **how do you get there**?

1
Strong content heavily laden with keywords relevant to your industry and location

2
Properly labeling website imagery files to match industry keywords

3
Having a responsive site that functions across any device. The better your website performs on a mobile device, the higher your chances are to show up as a top option when searched.

4
The key to having high performing SEO is having great content across your entire website. The more relevant your website's overall content, the easier you are to find on search engines.

See how one company significantly increased overall business with a new website build and proper SEO execution: http://info.payscape.com/case-study-fusion-cpa

A Few Quick Stats on Website Development and SEO

In the coming years

40%

of companies
who have websites
will be changing or improving their SEO

while

39%

will be focusing on content

61% *- of -*
marketers say

improving **SEO**

and

growing their
organic presence

is their
TOP
p r i o r i t y

72%
of marketers
say that
relevant
content
creation
was the most
- effective -
SEO tactic

You've got a killer business plan

And now you have everything else you need to make it all happen.

Get a free live demo of Payscape's POS solutions and check out our competitive tiered pricing options designed to fit businesses of all sizes:

payscape.com/pos