PayPros
Success Story

"Since we implemented the Granbury solution with integrated PayPros payments at the start of the year, we've seen a huge increase in our customer loyalty."

*Matt Fosenburg,
Director of Operations,
Aladino's Pizza*

Aladino's Pizza Goes Mobile to Shorten Lines, Increase Revenues

The Challenge

Aladino's Pizza is a popular, family-owned pizzeria in Antioch, California. Since 1984, Aladino's has been serving up its traditional and specialty pizzas, calzones and appetizers to hungry crowds and sports teams that steadily stream into the restaurant from the Antioch Indoor Sports Center next door.

A local favorite, Aladino's is usually packed with customers after games and practices, so diners often faced long lines and considerable wait times to receive their food.

"We had three point-of-sale terminals—two for counter service and one designated for delivery—and people would go to the counter to place their order," said Matt Fosenburg, Director of Operations at Aladino's Pizza. "But the long lines and crowds of people waiting for their food made it difficult to move around the restaurant, and we were losing business as a result."

It was clear that Aladino's needed a better ordering system that would reduce wait times and efficiently handle the bustling crowds that patronized the pizzeria. The restaurant sought assistance from Granbury Restaurant Solutions, a Texas-based provider of restaurant technology to the Quick-Serve and Casual Dining markets.

The Solution

Granbury worked with Aladino's to develop a multi-faceted solution that would supplement its existing counter service with a new mobile point of service solution. New Apple iPad®-based self-ordering kiosks placed around the sports arena allowed diners to skip the line, input their own orders and pay using encrypted Magtek Magnetic Stripe Readers that integrate with the restaurant's existing point-of-sale system.

PayPros®

PayPros **Success Story:**

CHALLENGE:

- SPEED UP THE CUSTOMER ORDER TAKING PROCESS WITH FASTER PAYMENT SOLUTION

- DECREASE CUSTOMER WAIT TIMES

- IMPROVE CUSTOMER SATISFACTION

SOLUTION:

- IMPLEMENT PAYPROS PAYMENTS FOR EASIER CONVENIENCE WITH iPAD-BASED SELF ORDERING KIOSKS AT MULTIPLE LOCATIONS THROUGHOUT THE SPORTS FACILITY

- PCI COMPLIANT PAYMENTS SOLUTION FOR SECURE TRANSACTIONS

- INITIATE WEB-BASED LOYALTY PROGRAMS

BENEFITS:

- SIGNIFICANT INCREASE IN CUSTOMER LOYALTY

- SELF-ORDERING ENCOURAGED INCREASED ORDER SIZE

- OVERALL WAIT TIMES WERE SIGNIFICANTLY REDUCED

A new online ordering application was also put in place, which gives customers the ability to place orders and pay from almost any computer or while on the go, using their smartphones.

Although developing a mobile platform that integrates seamlessly with a traditional point-of-sale system can be a challenge, the biggest hurdle was incorporating a secure, PCI compliant payment processing solution that would safeguard cardholder data from theft or security breaches. In order to be PCI (payment card industry) compliant, a company must adhere to a set of specific security standards developed to protect card information during and after a financial transaction.

"Our biggest concern when implementing the new ordering solution was finding secure payment processing for the kiosks, because it only takes one security breach to jeopardize our customer base and deter people from returning to the restaurant," said Fosenburg.

To handle this challenge, Granbury turned to PayPros, a leading technology-focused provider of integrated payment processing solutions, to deploy a solution that would allow the kiosk, phone and online orders to flow into the POS system for a single end-of-day payment batch. Roughly 60% of people between the ages of 16 and 34 prefer ordering via electronic kiosks as opposed to in-person transactions. The secure processing functionality, which exceeds PCI standards, supports any type of credit, debit, gift and hand-keyed transaction. The PayPros solution also allowed Aladino's to initiate a new, web-based loyalty program that gives frequent customers the ability to earn loyalty rewards for purchases.

"Since we implemented the Granbury solution with integrated PayPros payments at the start of the year, we've seen a huge increase in our customer loyalty," stated Fosenburg. "We have seen our average sale increase by 38% and the convenience of the solution allows us to focus more on the food."

> *"The convenience the customers have in being able to order from their phone at work or online or from the kiosk line without having to talk to one of the employees-it allows us to focus more on the food."*
>
> *Matt Fosenburg,*
> *Director of Operations,*
> *Aladino's Pizza*

The Conclusion

The new Apple iPad®-based kiosks and online ordering functionalities have changed the restaurant flow significantly. Customers no longer have to wait in long lines to place their orders at the counter, and it's easier and more pleasant to move around the restaurant.

The new self service platform also engages diners during the ordering process and encourages larger orders by giving customers extra time to look through the menu and discover new items they'd like to try.

"Since instituting the new mobile solution, the customer has seen an increase in revenues and a decrease in our labor costs," said Duessa Holscher, Director of Marketing with Granbury Restaurant Solutions. "Customers love the Apple iPad® kiosks, which gives them more control over the ordering process and removes the pressure of having to make a quick decision at the counter. Both ordering options have gone a long way in helping reduce wait times, increase turnover and serve more people faster."

The self service options, secure payment processing and loyalty programs have helped the restaurant attract new customers. Instead of lines and crowds, passersby see an inviting atmosphere and decide to stop in for a slice.

ABOUT PAYPROS

PayPros is a payments technology company, dedicated to delivering nothing less than innovative, robust, secure, fully supported and profitable integrated payment solutions. Our belief is that payments should add value to software applications, resulting in better solutions for developers and their customers. It's what we mean by "Software Differentiation Through Payment Innovation." We support this vision with the PayPros Solutions family of products and services, a comprehensive array of customized tools, applications and valuable services for businesses and software developers. It's why—since 1995—more than 1,700 partners and nearly 54,000 businesses have turned to PayPros. Learn more at www.paypros.com.