

# SoftPay™

## Self-Pay

SoftPay™ self-pay systems by SoftTouch, LLC • 1-866-497-4717 • www.SoftTouchPOS.com



## Empowering Customers with Flexibility and Security

SoftPay™ is a self payment system specifically designed for table-service and quick-service restaurants.

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# SoftPay™ Frequently Asked Questions

**Q: What are the advantages of the SoftPay™ system?**

**A:** SoftPay™ provides three major incentives for restaurant operators: Faster Table Turns, Lower Labor Costs and Improved Customer Satisfaction.

**Q: How does SoftPay™ improve customer satisfaction?**

**A:** According to national studies, some 80% of consumer complaints about restaurants are related to quality and timeliness of service. Even an excellent dining experience can be negatively overshadowed by long delays during the check-out process. The customer must request a check, wait for the server to return with the bill, surrender their credit card to the server and wait again for the hardcopy receipt. SoftPay eliminates this elongated process with a fast and secure self checkout method.

**Q: Doesn't the customer have to wait for the check before they can self-pay?**

**A:** No. Your servers distribute the Self-Pay card to the dining patrons when their drinks are served. The customer can use this card to self pay at any time thereafter. You can also assign loyalty key fobs to your guests for even faster checkouts.

**Q: What if the customer orders more food after he gets the Self-Pay card? Doesn't the server have to update the card?**

**A:** No. The card is linked to the guest's check and anything he orders will automatically be charged to the check.

**Q: How does the key fob get registered to the check?**

**A:** Using the SoftTouch SmartHost™ product makes this simple. At the time the guest arrives at your restaurant, the hostess' computer will discretely and automatically scan the customer's key fob. This automatically links the key fob to the customer's guest check.

**Q: What if I'm not using SmartHost™?**

**A:** The key fobs can be manually registered by the server, however, we recommend using the Self-Pay cards instead.

**Q: How does SoftPay™ lower labor costs?**

**A:** Your staff spends a considerable amount of time performing checkouts for your guests. With SoftPay™, the costs associated with this process can be reduced by 30% or more.

**Q: How does SoftPay™ work with pickup orders?**

**A:** Customers can use their loyalty key fob or enter their phone number to activate the Self-Pay unit. They use the hardcopy receipt printed from the SoftPay™ machine as remittance for picking up their food at the pick up counter.

**Q: What if someone takes a Self-Pay card from the restaurant?**

**A:** The Self-Pay cards are automatically deactivated after they are used and have no practical value outside the restaurant. Only your restaurant has the ability to reactivate them. Furthermore, these cards are inexpensive to replace.

**Q: Can I get my logo printed on the Self-Pay cards?**

**A:** For an additional charge, you can have the cards custom designed with your logo.

**Q: Does the SoftPay™ system accept cash transactions?**

**A:** The SoftPay™ system can be configured to checkout guests paying with cash, but the machine itself will not accept or validate the cash amount. The cash is typically left on the table as is commonly done in most restaurants. We do not recommend using this feature, however, you can configure this option for your loyalty guests exclusively.

**Q: How do I get a copy of the signed credit voucher?**

**A:** A report in SoftTouch BackOffice will print the daily transactions along with a copy of the digital signature obtained by the SoftPay™ unit.

**Q: What will stop people from walking out of my restaurant instead of paying at the SoftPay™ machine?**

**A:** SoftPay™ has been shown to actually reduce the number of customer walkouts. Research suggests that the majority of customer walkouts are a result of excessive wait times when trying to cash out. With SoftPay™, customers can self-pay at anytime without ever having to wait for a check. Each SoftPay™ machine has a visible illumination that indicates when a customer has successfully paid for their meal. Moreover, the wait staff and management can easily see the most recent customer transactions by glancing at the SoftTouch POS terminal.