

PIZZA POINT OF SALE Finding the Right Fit



How understanding the critical requirements of pizza POS can help you avoid a costly mistake

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What Mama's Pizza & Grill needed wasn't just a point of sale system for restaurants—they needed a POS built for pizza and delivery. He spoke with other pizzeria owners in his area, and decided to invest in a SpeedLine point of sale for its delivery-specific software. And that investment paid off.

Inside >

- Get a checklist of **critical features** to look for in your next Point of Sale
- Learn why **most POS systems can't handle your menu**
- Find out how a POS can help you provide **excellent customer service**
- See how live mapping can **increase dispatch and delivery efficiency**
- Hear how the **right choice** has turned things around for single and multi-unit pizza restaurants



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What Makes Pizza Point of Sale Different

As Ramon Collado found out, a general restaurant point of sale isn't a great fit for a pizzeria. Restaurant operators are often surprised to learn that pizza and delivery concepts have far more complex point of sale requirements than other quick service and dine-in restaurants.

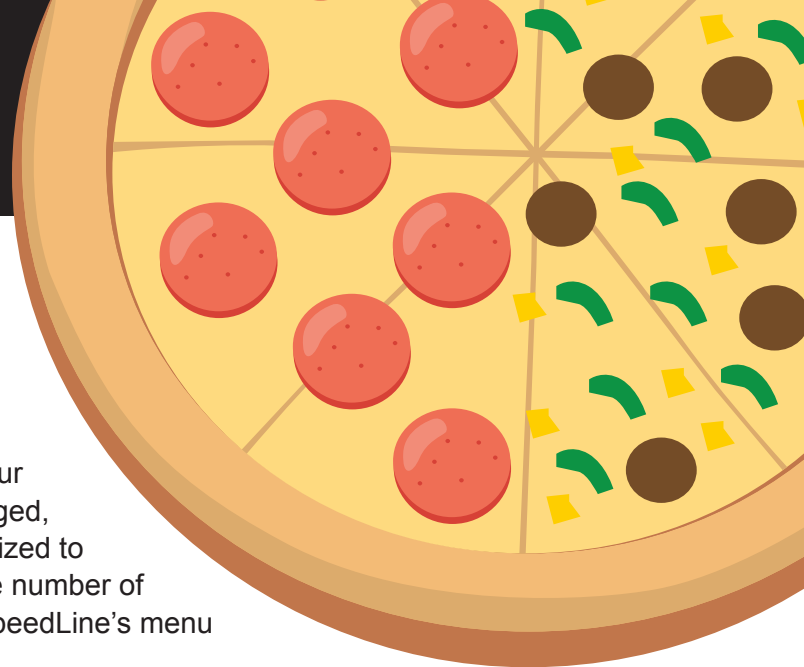
The fortunate ones discover these differences while they are still in the POS software evaluation stage. But some unlucky operators realize too late that they have made a significant investment in a point of sale system that is unsuited to their business. That can be a frustrating and expensive mistake.



The Unique Requirements of Pizza Point of Sale

Safeguard your technology investment: use the checklist below when you're comparison shopping. It lists some of the key features required by pizza and delivery restaurants that are often missing in more generalized point of sale software. Those key features are described in more detail in the pages that follow.

Compared Feature:	POS #1:	POS #2:	POS #3:	Notes:
POS name:	SpeedLine			
Fully Customizable Menu Screen	✓			
Build-your-own menu items	✓			
Half-and-half portioning (with options for thirds or quarters)	✓			
Flexible Coupons, including 2 for 1	✓			
Live, Map-Based Dispatch with custom delivery zones	✓			
3rd-Party Orders Direct to Kitchen	✓			
Online Ordering & Live Pricing	✓			
Caller ID	✓			
Conversational Ordering	✓			
Upselling Prompts	✓			
Value Meals with Guided Order Entry Prompts	✓			
Last Order Recall	✓			
Deferred Ordering	✓			
Automatic quoted times based on kitchen volume, with manual override	✓			
Customer Database Marketing	✓			
Prep Planning Reports	✓			
Inventory Control and Food Cost Reporting for Pizza	✓			
Central management of menus, labor, and POS settings for multi-units	✓			
Automated Above-Store Reporting	✓			



A Menu Built for Your Pizzeria

SpeedLine menu screens are set up during installation planning to match the menu offerings and menu flow of your store. Menu button color, size, text, and style can be changed, and the arrangement of buttons on a panel can be customized to fit how your staff are trained to take orders. You control the number of screens and what's on them. Our customers appreciate SpeedLine's menu flexibility.

Everyone likes their pizza and sandwiches a certain way. Ramon Collado of Mama's Pizza & Grill wanted to make custom orders simple for his staff, even new employees. When they select a menu item, his SpeedLine POS displays a red dot on each topping that comes on that menu item. Even new staff don't need help to answer customer questions about what the menu item includes. Staff can simply select or deselect toppings and the point of sale recalculates the price.

When staff enter an order, on-screen prompts remind employees to specify required options like crust type, cheese, size, or salad dressing. Prompts can also remind staff to offer upgrades like extra cheese or a dessert.



When David and Louise Kenney of Pizza Pirates, a 4-store chain in southern California, went looking to replace their antiquated POS system, menu flexibility was the deciding factor. At the time, their menu was less extensive than it is today, but they had plans for growth, and knew that a POS system purpose-built to handle the complexities of create-your-own pizzas, coupons, and delivery was the only way to go. Today, the Pizza Pirates menu boasts 60 speciality pizzas, and every imaginable topping: something their old point of sale system never would have been able to handle.

“It's nice to be able to move buttons around on the screens and place them where they are convenient for order takers to find, and where they are logical. We have one panel for pizza, one for pasta and salads, and one for sandwiches. We are always open to suggestions from our employees to improve order flow, and we have made a few changes to our menu screens based on their feedback.”

— Dennis Sheil, Pizza Factory Rio Vista.

Handling Create-Your-Own Complexity

Create-your-own pizzas and build-your-own subs present serious complications to a POS system designed to handle steak and potatoes. If a pizzeria offers pizza in 3 different sizes, with 3 different crusts, 4 sauces, and a choice of any four of 20 toppings, there are 222,300 possible combinations. Add special requests such as “on side,” “light,” or “double” toppings, and half-and-half portions, and the possibilities are almost endless.

A pizza point of sale system is designed from its core to build and price custom pizzas on the fly. So if a customer wants pepperoni, olives, and fresh tomato on thin crust with feta on one half and cheddar on the other, the POS dynamically builds and correctly prices the pizza based on those selections.

Flexible Pricing

2 for 1 pricing promotions (2 for 1, 3 for 1, “4 for All”) are a common pricing method used to stay competitive with large chains and their big marketing budgets. These specials require flexible pricing structures far beyond the capabilities of a typical restaurant POS. Even some pizza POS systems fail to accommodate all the complexities of multi-pricing. If multi-pricing is a part of your business model, the POS you purchase must be able to support it.

Complex Couponing

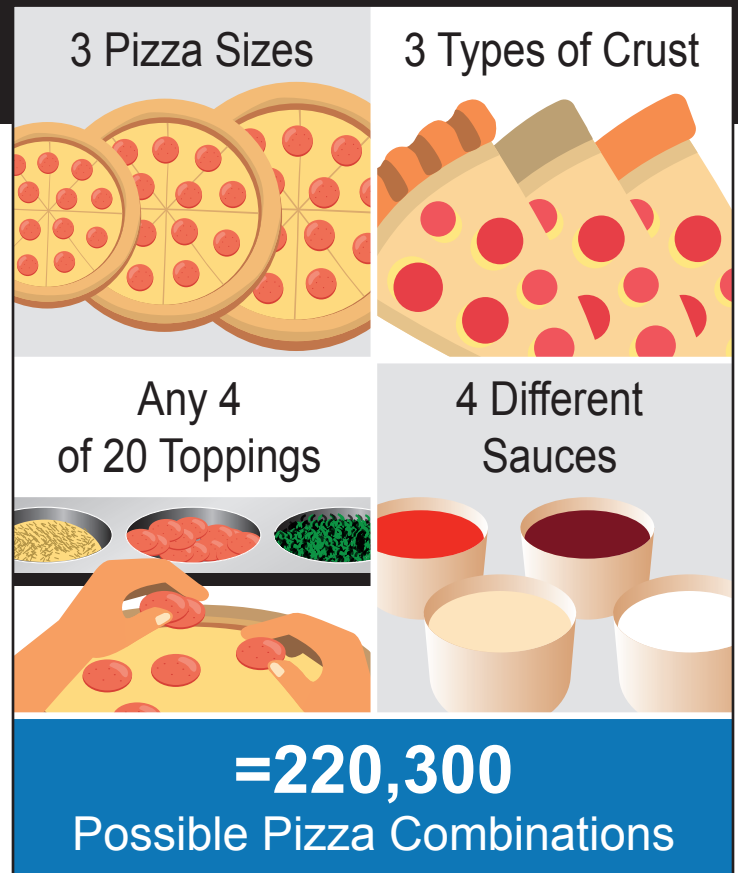
A typical pizzeria often has an extensive coupon menu of 50 offers or more. The nature of these offers often restricts what items, sizes, toppings, ticket totals, or days they are valid for, and what order types they can be used with. Add value meals and automatic application into the mix, and the average POS system often cannot cope. If your order takers have to stop to apply a coupon discount manually, that costs you time and money. Be sure to investigate the coupon creation and application capabilities for any POS system you are considering.

Centralized Menu Management

Regional menu variations often come into play when restaurant operations expand to cover a larger area.

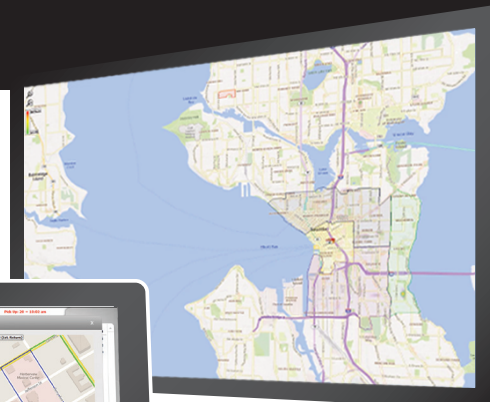
To protect its well-earned brand image, Red’s Savoy Pizza in Minnesota insists that each location maintain the same menu, pricing, and hours—so managing consistency among the company’s 16 restaurants (and counting) was a key requirement for Reed Daniels, Director of Marketing. Their SpeedLine POS system gives them the control to manage the menu from head office.

Some brands allow differences between menu offerings, prices, or coupons at individual stores, but want to use a “master” menu to ensure consistency in other aspects. SpeedLine makes this easy. Deal with just one menu file, but select what appears at each store or region. With “restricted” editing mode, let franchisees control their own coupons, without having access to the rest of the menu.



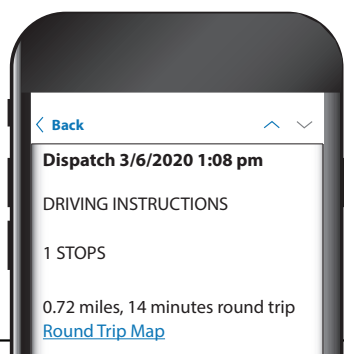
A Delivery-Specific Point of Sale

In a busy pizzeria, the dispatch station has to run at maximum efficiency. SpeedLine LiveMaps™, a visual dispatch system, allows even new employees to group orders for assignment by simply touching pushpins on a map. LiveMaps also uses online data to suggest the best route for a delivery run. The system helps curb driver abuse with the option to pay driver fees based on optimal route distance, rather than a self-reported odometer reading. With live traffic data, LiveMaps can provide accurate expected driver return times to dispatchers, and email accurate order ETA's to customers.



Mama's Pizza & Grill uses LiveMaps for dispatching all their delivery orders. They display a map of their deliveries on a wall-mounted TV that's visible at all times, so staff can see order location, late order warnings, traffic holdups, and delivery volume at a glance.

The dispatch screen shows when each driver is expected back, and how long they've been out, so you can have the next orders just out of the oven and ready to go the minute drivers are back—ensuring the hottest food possible.



To keep drivers from getting lost, LiveMaps sends the address link for each stop to drivers' phones, so they can use their mapping app for directions. Even new or fill-in drivers can deliver like pros.

“Our deliveries are getting to our customers faster due to LiveMaps and being able to email the map link to the drivers automatically at dispatch.”

— Steve Speicher, Supremo's Pizzeria

Few general-purpose restaurant POS systems provide all the tools a pizza operator needs to ensure deliveries are profitable across your delivery area. Some sell third-party delivery modules that can be tacked on to expand their basic functionality, but these lack the depth of delivery management functionality found in a pizza-specific POS. A comprehensive driver dispatch system is critical to meeting customer expectations.

Delivery Zones for Consistency and Profitability

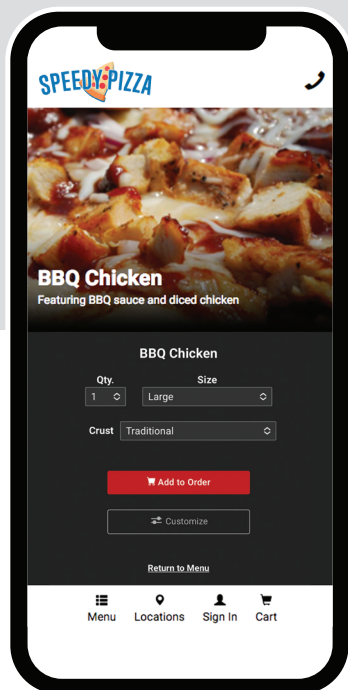
Many pizza delivery stores divide their trade areas into zones. Pizza POS systems are equipped with tools to create these zones and have the option to enter different tax rates, delivery charges, and delivery times for each zone. Zone boundaries can be changed by simply clicking and dragging on a map.

Third-Party Delivery

GrubHub, UberEats, Skip the Dishes, and other 3rd-party delivery services are now a fact of life for many restaurants, especially in larger centers. One of the major drawbacks to third-party delivery is that most of these orders come into your store on tablets not connected to your POS, and have to be transferred into the POS manually. This takes staff away from

other duties, introduces mistakes, and increases your labor costs. And, if you have orders coming from multiple aggregators, you can end up with a failure-prone mess of tablets and wires.

Integrating third-party delivery with SpeedLine POS relieves a lot of pressure, especially during peak periods. SpeedLine's trusted technology partners funnel third-party orders directly into the POS, where they print in the kitchen just like other orders.



“Online orders are more efficient for us in the store. More orders placed online means less time talking on the phone. SpeedDine is basically an extension of our POS that everyone can access to place their orders.”

— Ramon Collado, Mama's Pizza & Grill, PA.

Integrated Online Ordering

At first, Mama's Pizza & Grill used third-party online ordering sites that charged per order. After a while, they realized that they needed a solution that:

- exactly reflected their brand,
- integrated directly with their point of sale,
- had a reasonable monthly cost, and
- avoided per order fees.

After Mama's went live with SpeedDine® for their online ordering, owner Ramon Collado liked the control he had over his restaurant's branding. He now has a website that integrates directly with the point of sale, and he's not paying per-order charges.

SpeedDine is fast, mobile friendly, and reliable. The prices on your ordering site update automatically, so they always match the store, and like SpeedLine, it's designed to handle complex half-and-half and create-your-own pizzas or subs.

While SpeedDine is the best choice for most SpeedLine customers, we don't lock you in—you are also free to choose from our integrated online ordering partners.

Personalized Customer Service

A pizza point of sale can help you serve customers better. Delivery restaurants like pizzerias know more about their customers than other restaurants. A pizza POS must be able to securely store that customer information, and help you use it to offer the personalized service and offers that keep customers coming back.

Caller ID

SpeedLine is integrated with Caller ID systems, which saves you time when customers call in. The system finds and displays the customer's record automatically, and also shows the status of a customer's order.

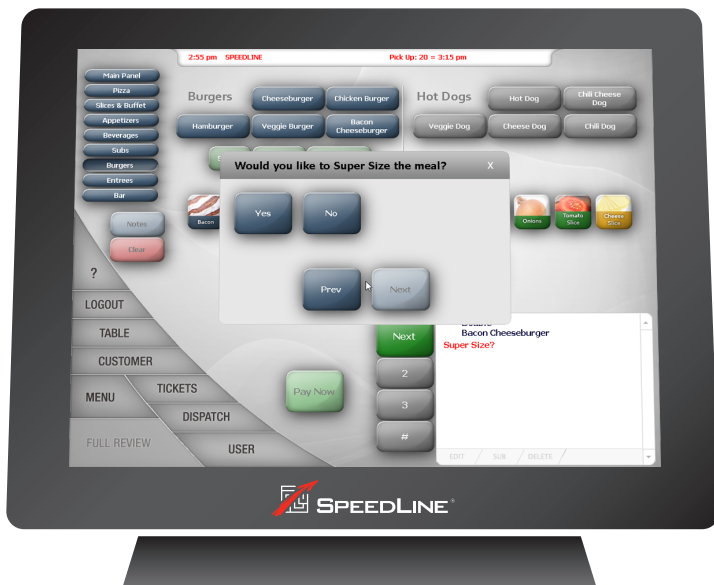
Nearby offices represent a large part of Mama's Pizza & Grill's business. Ramon's team needed a way to identify individual customers within those businesses. When someone calls in to place an order, it's important for the team to know who they are actually speaking with. Some customers may have special requests, or have special arrangements with the restaurant.



They now use their SpeedLine point of sale for tracking business line extensions. When a business number calls in, the Caller ID system brings up the matching record up in their point of sale. A prompt then appears for the extension number. This reminds the Mama's Pizza & Grill staff to confirm who is on the other end of the line, and make sure the order gets to the right person. If a customer has multiple numbers, like a cell and home phone, both numbers are added to the one account in the point of sale.

Upselling and Order Taking Prompts

For orders with a lot of moving parts, like value meals, SpeedLine Guided Order Entry guides the order taker through each choice of pizza, appetizer, or drink with a series of prompts, to ensure nothing is forgotten, while at the same time offering customers choices for each part of the meal.



Do you use upselling and suggestive selling in your business? Only sometimes? Does it depend on who takes the order? While missing from a lot of point of sale systems, these prompts are invaluable. Consistent upselling of extra cheese on a pizza, a larger size of soda, or a dessert can quickly increase ticket totals.

Say you average 40 orders a day, and on-screen upselling prompts increase the average ticket total by even \$1. That's \$40 more per day, or over \$10,000 per year! Clearly upselling customers can pay off.

Conversational Ordering

One of the things that makes order entry so easy to learn in SpeedLine is conversational ordering, which means you can enter menu items, quantities, sizes, and modifiers like toppings and crusts in any order. There's no need to translate "I'd like two large stuffed all-meat pizzas with extra cheese," into a specific sequence of button touches, because you can select the quantity, crust, specialty, and modifier in the same order the customer gave them to you.

"In one of my stores, we are watching to see what the average ticket is for certain employees to see who's upselling and who's not. It gives us the opportunity to hold a contest where you can track how many people are upselling breadsticks, for example."

— Mary Jane Riva, Pizza Factory

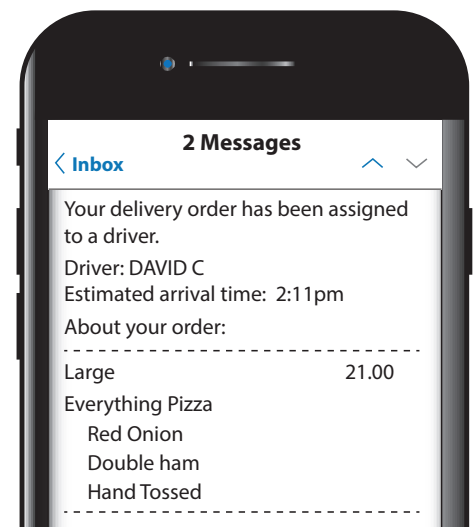
Last Order Recall

You can serve your regulars quickly by recalling previous orders. The SpeedLine Customer screen shows the most recent order, or at the touch of a button, all previous orders. Customers will be impressed when the order taker asks if they'd like what they had last time. Recall the order with 2 button touches, and voila—instant satisfaction.

Accurate Promise Times

Most operators find that longer delivery times, while not ideal, are not what leads to customer dissatisfaction. Customers can plan around quoted promise times of an hour or even longer. Where the real damage happens from a customer satisfaction standpoint is in setting the expectation that a delivery will arrive at 6 PM, and then not showing up until 6:15 or 6:30. SpeedLine can solve this problem in a number of ways:

- **Auto-calculated quoted times.** These times self-adjust to allow for peak order volumes, or things like short-staffing of prep cooks and drivers.
- **Manual quoted times.** Set an average time for all orders, then adjust as needed.
- **Adjust quoted time on the fly.** Edit the quoted time to allow for adverse weather, or a surprise busload of tourists.
- **Prompt for quoted times.** Let order takers or managers use their experience and knowledge of current conditions to set a quoted time as they enter each order.
- **Adjust quoted times for order size.** Whether you decide on automatic or manual quoted times, you can always add extra time for large orders. Order totals more than \$75? Set the system to add 15 minutes to the usual quoted time.
- **Adjust quoted times for a delivery zone.** Bump up the quoted time for distant zones, or to adjust for rush hour traffic volumes in certain areas.



Deferred Orders

Deferred orders make up a large part of sales in most pizzerias, so pizza-specific point of sale systems are designed to handle them. Flexibility built into the SpeedLine system lets you set how far in advance the order should print in the kitchen, and you can also print a reminder to prepare for large orders the day before.

Database Marketing

Some restaurant types may not have a customer database, but for pizza and delivery, it's essential, and extremely useful in marketing.

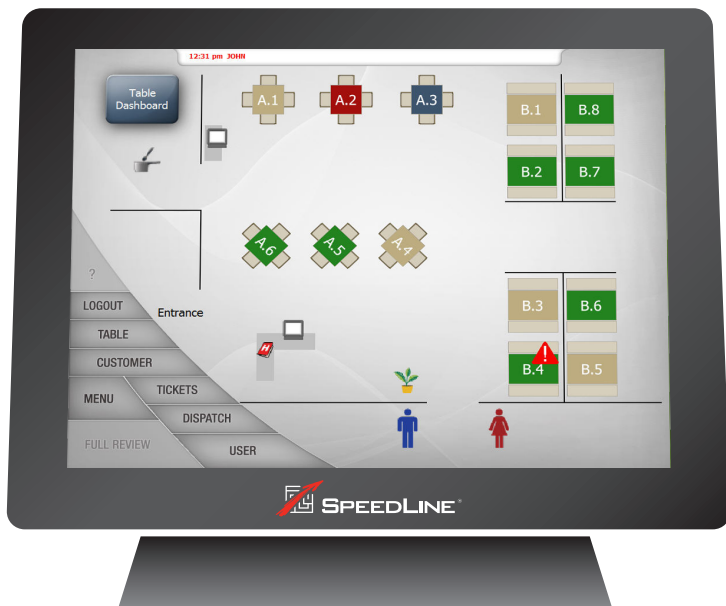
Targeted customer marketing programs like 30-60-90 mailings typically return 4, 5, even up to 7 times more responses than other forms of promotion, and at just a tiny fraction of the cost. What does "30-60-90" stand for? It's the number of days since the customer last ordered. SpeedLine makes it easy to segment lapsed customers into three groups, so you can send a different "welcome back" offer to each.

Pete Caruso uses SpeedLine database marketing in his Chicago-based Pasta Mia restaurants. Every month they run a 30-60-90 report, and target a limited-time offer or coupon deal especially designed to recover lapsed customers. "It's our best promotion," Pete says. "We see a significant number come back in, and rarely do I see the same customers on the next month's report!"



Loyalty

Loyalty programs are win-win: while your best guests save, you gain valuable marketing insight and more frequent visits. With SpeedLine, there are lots of options: choose the free single-store SpeedLine Loyalty, mobile-friendly StoreCard by Worldpay, or comprehensive multi-unit loyalty solutions from Paytronix or Punchh.



Turning Tables

Spinato's Pizza, a 5-location chain in Arizona, is a popular place for lunches and dinner. About half of Spinato's sales are dine-in, and their point of sale had to be able to accommodate that.

They use SpeedLine's Graphical Table Service, which displays an interactive floor plan customized for the store. Their servers can quickly see the status of a table (open, occupied, or needs bussing). Color changes and icons on the floor plan indicate open tables, longer than normal wait times, and other service alerts, so servers or managers can step in before the situation gets out of hand, and a table dashboard displays key stats like table turnover time to make it easy to monitor service.

Employee Management

For many pizzerias, staffing can be a major challenge. Your point of sale needs to have the tools to manage, support, and reward your good employees, while monitoring, coaching and, in the worst case, preventing theft by others.

Central Dashboard

SpeedLine's Employee Dashboard allows managers to see who's in the store, and who's out on a delivery or on break. Send a message, edit an employee time clock, or print a schedule, all from one handy window.



"I like being able to track all my tickets and know when my employees are in and out."

— Aldo Venturino, Gino's Pizzeria



Employee Work Time Controls

Prevent unintended overtime costs, and comply with local labor laws, using SpeedLine's work restriction controls. You specify which days and times your staff can work, whether they can work as servers or drivers, and how many hours a week they can work. Alerts in the point of sale warn you when a teen is approaching the latest work time allowed on a weeknight, or when a regular employee is nearing overtime rates.

"We appreciate the improved level of security SpeedLine provides, particularly the fingerprint sensor technology. The security controls on clock-in and clock-out times prevent staff from stretching their shifts or clocking unnecessary overtime; we believe that functionality alone will help us reduce labor hours."

— Shamez Jivraj, Pizza Hut (Marble Restaurants).



Security and Tracking

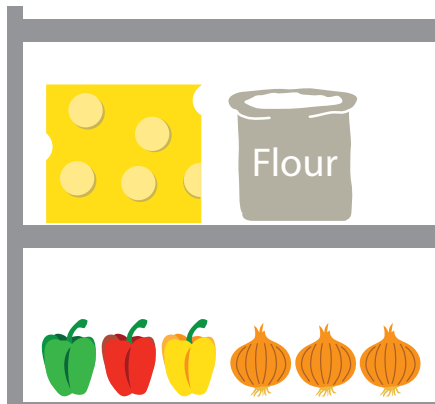
Biometric ID has come a long way in the last few years. Today's fingerprint readers are fast and reliable. Fingerprint security adds new control over cash handling, providing an audit trail so you can see who did what at every step of every transaction.

Even when you can't be in the store, your point of sale should be monitoring for theft constantly. You can review the SpeedLine Notable Activity report either in-store, or remotely. This report lists red-flag actions that can indicate theft and fraud, so you can put a stop to it before it gets out of hand.

Another report allows multi-unit managers to see voids that occurred at a particular restaurant, which can be invaluable in preventing theft by shift managers. "We can go in there and see what it was, who it was, and what part of the ticket was voided," says Mary Jane Riva, CEO of Pizza Factory. "As an off-site owner, I am able to go in and see if it is a true void or if there is a problem going on."

Within SpeedLine, you can define security roles and permissions by department, or by individual employee if required, to grant staff access to only the point of sale information they need to do their jobs. Automatically enforce break, clock-in, and clock-out times to ensure employees are working the hours you scheduled.

SpeedLine also integrates directly with video surveillance software, creating a searchable database of videos and transactions to speed up the detective work. View the actual transaction on screen for any part of the video that seems suspicious, and get solid visual evidence in a case of employee theft.



Control of Food Costs

David Howey, president of Chicago Franchise Systems, was having issues with food cost control. "We weren't having serious problems, but the stores would have trouble consistently hitting the theoretical numbers," says David. "The SpeedLine system prints portion weights on the tickets for each particular pizza, so it streamlines everything," he explains. "We follow exact specs, and depending on the store, we have improved food cost anywhere from 4 percent to 6 percent. SpeedLine has really helped us with

consistency and making the process seamless." Once the 40 Nancy's Pizza locations in the chain became comfortable with the SpeedLine POS, David added SpeedLine Inventory™ to his arsenal.

SpeedLine Inventory compares the sales information from the POS with a restaurant's recipes to calculate theoretical usage, and creates reports to show where an operator may be losing money through waste, theft or mishandling. SpeedLine Inventory also can pinpoint areas where food costs are out of line with pricing. All Nancy's and Al's Beef locations do an inventory every week using SpeedLine Inventory, David said. Not only does the system help spot cost problems, it ensures that restaurants are serving a consistently fresh product through effective inventory management. "The hardest thing that any restaurant operator has to do is inventory," he said. "People just hate it. But the more they realize that everything in the cooler is the same as money in the drawer, the better they are at managing their inventory. SpeedLine Inventory is critical to helping us make that connection."

Reporting

Most point of sale systems include some level of reporting, but a pizza-specific POS will have comprehensive up-to-the-minute and daily reports for things like labor vs. sales, delivery performance, coupons and discounts, customer birthdays and mailings, item and modifier sales, product margin, and more. On top of that, SpeedLine includes unique customizable visual reports that let you see report data in a new way:

- See a breakdown of sales and charges in table and chart formats.
- Analyze and compare menu item sales to see if your last dessert promo worked.
- See “hot spots” for things like sales, coupon use, and late deliveries as colored shapes on a map of your trade area.



“The labor reporting keeps us at good profit levels. Before, we never had an accurate read. We keep an eye on Labor vs. Sales in SpeedLine every day.”

— Nate Haas, Crazy Karl’s Pizza

Mobile Reporting

You’ve worked hard to grow your business and provide exceptional service to your customers. But all this success presents a problem—there’s often not enough of you to go around. So how can you run multiple locations without running yourself ragged? Mobile reporting with SpeedLine SpeedWeb™ is the answer.



Connect securely to your restaurant from anywhere—mobile device, home, hotel, office laptop, or even another store.

- View live data and reports using any web browser.
- Get simple point-and-click access to what is happening at the store: red flag activities, current sales, delivery performance, labor performance, and more.
- There’s no interruption to store operations: “Sleuth mode” lets you keep an eye on the store without the knowledge of store staff.

Centralized Management for Multi-Units

In addition to the “master menus” feature that allows you to select what appears at each store or region, your point of sale should allow you to manage labor, settings, and reporting from head office. SpeedLine offers the advantage of proven experience with enterprise pizza chains and franchise organizations, primarily in the US and Canada, but also in select implementations in Central America, Europe, and the Middle East.

You will not find another POS solution provider with the same understanding of the unique requirements of both pizza and enterprise restaurant management—as well as a demonstrated ability to manage large enterprise deployments successfully.

With SpeedLine’s enterprise management toolset, SpeedLink Enterprise, you give your head office systems access to virtually all the information in the stores’ point of sale systems. This transaction-level detail gives you the flexibility to compare performance at restaurant locations, make decisions based on what’s really happening, and feed information back out to area managers and franchisees, operations, and marketing—so everyone has a clear view of store performance.

SpeedLink Enterprise can push the following data from stores to corporate head office, where it can integrate with your existing database, web portal, or reporting engine:

- Customer sales, coupon usage, and transaction-level detail.
- Schedules, time clock data, and other information for payroll administration.
- Stock usage, purchasing, and food cost data.
- Sales forecasts and targets.

Configuration Management

Use SpeedLine Above Store (the enterprise component of the SpeedLine Store Manager™ back office software) to manage the point of sale configurations at the stores:

- **Store Profiles** make it easy to manage and troubleshoot settings for a particular store, or region. Save a copy of the complete point of sale configuration for each location or region as a profile—and instantly switch profiles to manage and test the impact of setting changes.
- **Build Update Packages** at head office and push them out to the stores to change things like tax rates, security settings, or report settings. You may also set sales targets above store and push them to the stores so managers can use them when setting their local goals for next week.





Enterprise Reporting

Darryl Turner, Director of Technology Woodstock's Pizza, relies heavily on SpeedLine's reporting tool, SpeedLink Enterprise, generates reports to compare sales between locations, and helps the pizzerias manage labor, scheduling, and supply costs.

"We've even taken reporting to the next level," Turner said. "There are canned reports that are available with the SpeedLink server out of the box, and we've hired a database analyst to write more detailed reports."

All that data goes into a weekly profitability report, and corporate officials set up meetings with store managers to discuss the numbers. If there are issues, they are addressed very quickly, according to Turner.

Spinato's Pizza Director of Operations, Todd Vierra, took advantage of SpeedLine's technology partner network when he integrated their SpeedLine POS with enterprise reporting software by SpeedLine partner, Compeat. Sales data is collected from about 60 point of sale terminals running at their locations, and sent to the Spinato's head office. "Using a reporting software allows us to build the reports we need, and really analyze the data," says Vierra.

Open Architecture for Seamless Integration

Tap into SpeedLine to connect new and existing head office systems—financial and payroll systems, business intelligence, purchasing and ERP, marketing and loyalty.

SpeedLine has embraced open architecture technologies, and developed and thoroughly documented API tools to give you a variety of options for integrating detailed point of sale data with proprietary and third-party software and systems.

The raw data from your point of sale systems is available in multiple formats, and you can choose to use our applications to build a data warehouse, or use the SpeedLink File API to feed data to your existing head office systems for accounting, reporting, purchasing, and marketing.

"SpeedLine's open architecture and integration options were a major factor in our POS decision. We wanted the freedom to choose third-party vendors to integrate with the POS based on what fits our business best."

— Reed Daniels, Red's Savoy Pizza

Customer Support

At SpeedLine, the sale of a new point of sale system isn't the end of our relationship with our customers—it's just the beginning.

Attention to customer service is proven in our industry leading customer satisfaction rating. It's been some years since Hospitality Technology published its POS Scorecard, the industry's only independent third-party survey of POS users—but in their last edition, SpeedLine ranked #1 in our segment for Customer Satisfaction, earning the top overall score in the customer survey. In our own daily surveys of customer satisfaction (after every support call), SpeedLine maintains average ratings of 96 to 97%.

Our range of support programs means you can choose the option that meets your needs. For customers who have little time or aptitude for managing things like POS settings, menu changes, and upgrades, SpeedLine offers full-service Store Management and Premier support options. Leave the menu management and system administration to us, and concentrate on your core business.

Certify Your Own Staff

As good as the training provided by SpeedLine installers is, it can't match the customized touches an in-house trainer and installer will bring. Certifying one or more in-house installers can also reduce the cost of a multi-unit rollout and give you increased flexibility in scheduling installations and training.

After completing SpeedLine's program, SpeedLine Certified Technicians are certified to install SpeedLine and provide training for stores within your organization. The SpeedLine Certified Technician Program is customized for your operation. Depending on which training modules are completed, certification may also allow your team to provide technical support to your stores—qualifying you for our second-level support option, at a reduced cost.



Reed Daniels at Red's Savoy credits the on-site training he received at the SpeedLine office for his ability to understand the point of sale system from the inside out, and to transfer that knowledge to the staff at the restaurants. It was critical to Red's Savoy that they have an inside view into their new point of sale solution (and partner), and equally as important that they knew every capability before installing the first location.

"It was so easy for me to train, and while the system is robust and intense, I can't get over how it does whatever we want it to, with little effort," Daniels comments.

Finding the Right Technology Fit for Your Business

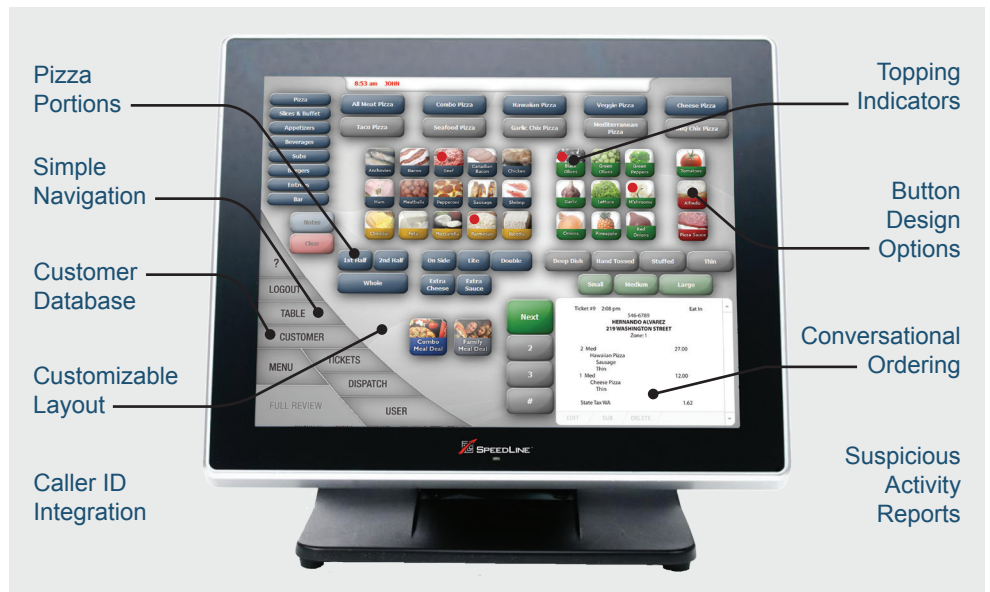
Running a pizza and delivery business is unlike any other business. Customers demand exceptional ordering experiences both in store and online, an excellent product customized to their specifications, and prompt service, no matter where they choose to receive the product.

Meeting those demands requires specialized software with features that have been developed with your business in mind. A cash register, or even generic restaurant point of sale software, won't allow your business to reach full potential.

On top of a specialized feature set, you'll also require the flexibility to configure the software so that it fits your business, and not the other way around. A point of sale system is the technology hub of your restaurant business, and your edge over the competition in a crowded market. It's important to consider pricing, features, and workflow.

Finally, you'll want to work with a company that understands the industry. SpeedLine has been building technology solutions for the pizza industry for over 30 years. After completing thousands of installations, and training tens of thousands of employees, we've developed standardized installation and training processes. These processes, coupled with ongoing technical support and training from our North America-based customer service team, will help you get the most out of your new point of sale system.

A good place to start is with a no-obligation demonstration with a member of the SpeedLine team. We'll walk you through the features that are most critical to your success, and give you an opportunity to ask your own questions. You'll quickly see why SpeedLine is considered the leader in Pizza and Delivery Point of Sale.



Find Out More: Book a Demo



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