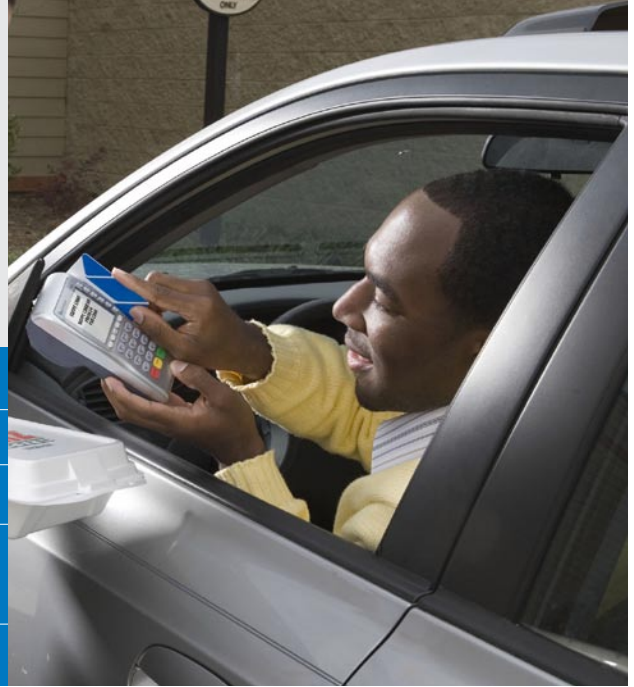


Fast, Secure Carside Service is On the Menu at Carey Hilliard's

Since 1960, Carey Hilliard's has delivered on its promise of "good food, served fast" to its thousands of customers in the South. Patrons count on being served the best Southern BBQ and seafood in all of the restaurant's seven stores located in Savannah, Ga. and Charleston, S.C. Thanks to VeriFone's ON THE SPOT payment solution, the chain's carry-out customers are experiencing good food served even faster.



Customer profile:	Carey Hilliard's
Business focus:	Casual Dining
Headquarters:	Savannah, GA
VeriFone solution:	V* 670 ON THE SPOT for CarsidePAY
Systems integrator:	MICROS

Challenge

On just about any Friday night, the carside carry-out lane at Carey Hilliard's is 50 feet deep with cars full of customers ready to get the chain's famous seafood and BBQ to go.

To boost efficiencies carside, Carey Hilliard's reviewed its process to find areas for improvement. First, carside servers greet each car and then go into the restaurant to collect the food. When servers deliver the food to the car, they can make change for cash. However, they must return to the restaurant to process all charge cards. The server then goes back to the car so that the guest can complete the transaction.

This multi-step process keeps customers waiting and can also create complications that tarnish the chain's reputation for delivering top-notch customer service. There are many times that servers are juggling multiple orders at once and,

on occasion, they ring up the wrong order on a customer's card.

Finally, Carey Hilliard's was aware of growing nationwide concern from public and charge card companies about card skimming in some restaurants where servers are left alone with customers' cards for several minutes at a time.

Solutions

As soon as Thom Richardson, assistant to the President of Carey Hilliard's, saw a direct mail piece featuring VeriFone's wireless ON THE SPOT payment solution, he knew he just had to have it for all seven of his restaurants. He was sure that the device, which allows customers to pay at the table, carside and even at home, would be able to solve many of his operational efficiency challenges.

Richardson decided to order ON THE SPOT for his Savannah, Ga., Waters Ave. location first, which serves an average of 200 cars per day.

ON THE SPOT, which integrated easily into Carey Hilliard's MICROS POS system, allows customers to swipe their own credit cards when paying for their meals, eliminating the need to hand the card to a server.

Servers at the restaurant wear the payment device, which weighs less than a pound, in a holster on their belts making it easy to deliver the food and complete the payment process at the same time. Better efficiency allows quick-serve restaurants like Carey Hilliard's to realize increased revenue through faster turn times.

ON THE SPOT also eliminates employee "skimming," in which cards are swiped through a specialized data capture device that records the card holder's account information, which can then be used for card fraud and identity theft. Also, because cards never leave the customers' hands, servers are less apt to mix up orders.



“The design of ON THE SPOT can’t be beat for carry-out. My servers love wearing ON THE SPOT on their belts because it keeps their hands free to deliver the food to the cars. My servers can spend more time building rapport with customers at their cars instead of running back and forth to complete the transaction.”

– Thom Richardson, assistant to the President of Carey Hilliard’s

Benefits of VeriFone’s solutions at a glance

Restaurant Benefits

- Revolutionary wireless design for use at the point of service
- Remarkably easy to use, compact all-in-one design with built-in printer, and optional holster and charging base station for maximum portability
- Unprecedented security – PCI PED approval by Visa and MasterCard ensures compliance with the most stringent security standards and industry benchmark WPA Wi-Fi security meets the latest requirements
- ON THE SPOT accepts PIN-debit transactions, enabling restaurants to save money on each transaction

Results

ON THE SPOT is easy, fast and secure. Consumer response to the ON THE SPOT service has been tremendously positive. In a consumer survey of restaurant patrons who experienced the ON THE SPOT solution:

- 87% of respondents said they had a “high” sense of security using the system.
- 85% of respondents said the system was faster than conventional payment methods at restaurants.
- 52% of respondents said being able to use the PIN for their purchases would be important to them.

“Thanks to VeriFone, customers paying ON THE SPOT save between five and 15 minutes per transaction. I can’t wait to deploy the solution in my other six stores so that all of my carry-out customers – 1,400 a day – can save time and be on their way,” said Thom Richardson, assistant to the President of Carey Hilliard’s. “Enabling customers to be in control of the transaction is a competitive advantage we have over other carry-out establishments. Customers see that we are going above and beyond to ensure that their payments are processed quickly and safely – that is a recipe for customers to keep coming back.”

