

# EAT goes contactless with VeriFone

EAT is a successful sandwich shop with 88 stores across the UK. Extremely busy at peak times, EAT wanted to reduce queues and improve the customer experience by installing the first integrated Chip & PIN contactless solution in the UK.

Customer profile:	EAT
Business focus:	Quick service restaurant
Headquarters:	London, UK
VeriFone solutions:	VX 510 QX110



## The challenge

EAT wanted to introduce an integrated Chip & PIN contactless solution to its stores to reduce the dense rush hour queues, making the hectic time period more relaxing for customers. 350,000 customers a week use EAT's busy, inner London stores, completing average transactions of less than £5. By speeding up transaction times, EAT would improve the customer experience, facilitate customer loyalty and generate more revenue.

## The solution

EAT chose to install VeriFone's VX 510 countertop Chip & PIN solution combined with VeriFone's contactless card reader, the QX110, all provided by VeriFone UK partner Commidea. The solution also utilises Commidea's flexible Ocius operating system.

The new payment solution provides EAT with the fastest and most efficient payment solution on the market today. It also makes EAT a true trailblazer in the UK as they are the first to rollout a fully integrated contactless solution.

"We are delighted to be the first retailer in the UK to introduce a fully integrated contactless payment system. Our customers can now benefit from a faster, better way to pay by plastic," says Guy Harvey, Finance Director, EAT.

## How it works

EAT customers can pay for low value transactions with a simple wave of a contactless credit or debit card over the VeriFone contactless reader. Not only does this reduce queues, but studies show that average transaction values also increase when consumers are not limited by the amount of cash in their pockets.

The QX110 is a simple plug-and-go add-on to the VX 510 Chip & PIN solution, which boasts the fastest processor in the industry, small footprint, an ATM-style interface and ergonomic keys. Customers at EAT using a PIN-based debit or credit card to pay for their purchases will experience improved transaction times with the easy-to-use and secure VX 510 device.

## Installation

Installation of the payment solution went smoothly with minimal interruption of EAT's daily activities. On the day of launch, staff were trained quickly in the morning and after opening the first contactless transaction was made within 10 minutes!

## Security

With contactless payment not requiring PIN entry, security

“EAT is proud to be leading the way by providing the best customer experience possible - one that is faster, friendlier and focused on their interests.”

– Guy Harvey, Finance Director, EAT

concerns had to be taken into account to prevent theft and fraud. Based on both how often a contactless payment is made and a total accumulated value, the customer will be required on occasion to enter their PIN number during a transaction. Following correct PIN entry, the accumulated value will be reset to zero, as it has been verified that the card is in the right hands.

### Benefits

Simplicity is a key feature of the system, not only during installation, but in day-to-day use. Consumers can pay seamlessly via contactless or Chip & PIN without any additional intervention by the cashier as the system is fully integrated with the EPOS till.

Customers are presented with a large LCD screen on the contactless reader with easy-to-read transaction messages and instructions. Plus, with pre-approval by all major banks and without the delay of entering a PIN number, payments take just half a second.

The V<sup>x</sup> 510 and QX110 solution also frees up staff time, allowing them to focus on other elements of customer service such as interaction and packing. With EAT taking fewer cash payments, staff spend less time at the end of the day cashing out which increases store efficiency.

As customers become more familiar with contactless technology and more contactless cards are distributed, consumers will begin to seek out retailers with contactless payment solutions. EAT is clearly ahead of the game and stands to gain many loyal customers with their quick and efficient contactless solution.

**In June 2008, EAT, Commidea and VeriFone won a European Retail Solutions Award for their integrated contactless payment solution.**

### Benefits of VeriFone's contactless solutions

- Fast, simple and secure
- Customers just “tap and go”
- Processes low value transactions in less than half a second
- Increase store footfall
- Increase average spend value
- Improve customer service
- Contactless offerings include both stand-alone card readers and optional peripherals for existing PIN pads and consumer-facing devices

