

How do you bring lightning-fast payment transactions to one of London's hottest quick-service restaurants? With a contactless solution from VeriFone.



When London's Wasabi restaurants wanted to go from cash only to a contactless credit and debit card payment solution, VeriFone made it happen.

Customer profile:	Wasabi
Business focus:	Restaurant Industry
Location:	London, UK
VeriFone solution:	VeriFone contactless reader and Secura PIN pad

Challenge

Enhance the customer experience with queue-busting contactless capabilities

With unique store designs and creative menus, the Wasabi Japanese restaurant chain serves thousands of customers per week in London's demanding business and tourist districts. Yet, its outdated cash-only system cramped its modern style and resulted in lengthy queues. Wasabi wanted to install contactless technology that would enable small-ticket transactions to be processed in less than a half second each, while also improving customer service, reducing queues, increasing footfall and creating another unique aspect of its brand. So in 2008, Wasabi asked VeriFone and partner Commidea to launch a pilot contactless payment programme at two of its eleven restaurant locations.

Solution

VeriFone's contactless reader and Secura PIN pad plus integration by partner Commidea form a seamless contactless solution

Wasabi's new VeriFone contactless reader offers customers a fast and convenient "wave-and-pay" option for all transactions of £10 and under, with no PIN entry needed. Customers can also choose to perform more traditional credit- or debit-based transactions via Wasabi's new Secura PIN pad. By reducing the percentage of cash transactions, restaurant staff is free to focus on other aspects of customer service, and queues are shorter. Plus, Wasabi's contactless payment solution meets or exceeds all the latest security standards – for both customer and merchant peace of mind.

Result

Easy implementation of VeriFone's contactless solution yields a surge in card payments

The implementation of VeriFone's contactless reader and Secura PIN pad led to a significant change in the way customers pay at Wasabi. Almost 25% of transactions during the first four weeks of Wasabi's pilot programme were card based. Thanks to the collaboration between VeriFone and Commidea, one of London's prime quick-service restaurants is now at the forefront of the contactless payments revolution.

The extensive VeriFone product portfolio and our reputation as a flexible and dynamic payments solutions partner in the UK are factors in the success of the Wasabi contactless launch. VeriFone's continued commitment to cutting-edge products and the latest security standards make it a top choice for innovative partnerships and solutions throughout the world.

The Benefits of Contactless from VeriFone

- Ideal for a variety of retailers – from quick-service restaurants and petroleum stations to retail stores, parking garages, movie theatres and sports arenas
- Contactless "touch and go" design and high-speed processor keep checkout and traffic lanes moving
- Increase revenue through higher average transaction amounts with cards versus cash
- Improved operational efficiency and reduced handling of cash decrease overhead and the opportunity for mishandling
- Future-proofed application investment with SingleCI (Single Contactless Interface)

