

Cardservice International®

QUICK SERVICE RESTAURANT PROGRAM



Credit card usage at quick service restaurants (QSRs) is growing at an astonishing rate. To capitalize on this lucrative trend, Cardservice International (CSI) has specially designed its Quick Service Restaurant Program with the diverse needs of the QSR merchant in mind. Our efficient, quick-payment solution dramatically improves the speed and profitability of low-ticket, swipe-and-go transactions by allowing merchants to offer a variety of payment options to help satisfy customer needs, attract new customers and increase market share.

SIMPLE, ROBUST, DOMINANT

The CSI QSR Program presents a very simple, yet robust retail application with a variety of communication and processing options for both large and small-scale QSRs. Our team of experts has designed flexible solutions that address transaction speed, ticket size, customer service and future technological advancements. With our QSR Program you receive:

- Streamlined credit and debit processing with online access to real time transaction data available through Mymerchantoffice.com
- A fraud-reducing, customer-generating gift card program
- Greater customer loyalty

IMPROVE TRANSACTION SPEED

When it comes to transaction time, every second counts. By capitalizing on available point-of-sale (POS) solutions that use Internet Protocol technology, merchants can cut card transaction times down three to four seconds, essentially making electronic card transactions much faster than cash. The MasterCard® Convenience and Visa® Small Ticket programs offer the following features to help you save even more time for transactions under \$15:

- A customer receipt is only required if requested by the cardholder
- The cardholder's signature is not required

GENERATE GREATER REVENUE

Generating greater revenue is the name of the game, and that's where Cardservice International's QSR Program can help you succeed. Studies have shown that card acceptance at QSR locations can attract new customers and improve traffic. According to a First Data survey, 63 percent of respondents would visit a QSR that accepts cards more often than those that accept cash only*. Additionally, payment cards have a positive impact on the average transaction size as consumers are not as price conscious when using cards at a QSR location.



INNOVATIVE PRODUCT SOLUTIONS


Cardservice International's QSR Program offers innovative solutions to increase customer throughput and reduce losses due to employee error and theft. Our new small ticket/convenience application is supported on both the **VeriFone Omni® 3750DC terminal** and **VeriFone Omni® 3200SE terminal** with enhancements that include:

- Lowest possible transaction fees
- Visa® \$15 floor limit – no signature or receipt required
 - full chargeback protection
- MasterCard® \$25 floor limit – no signature or receipt required
 - chargeback protection available
- Internet protocol (IP) authorization and settlement capacity (3750DC terminal only)
- Receipt suppression (optional)

And for greater customer convenience, our card reader/PIN pad-based systems allow for "point of order" payment processing at the drive-thru. The approval is verified while proceeding to the pick-up window.

The Cardservice International QSR Program-- helping to make credit card processing *fast* and profitable for QSRs of any size.

*First Data survey, 2002

 **TO LEARN MORE** about how the CSI QSR Program can benefit your business, please contact your Cardservice agent or sales representative.

CSI_QSRPROGRAM_0105