



# Pizza POS Buyers' Guide

7 Essential Ingredients for the Best POS System for Your Business





## *What makes your pizzeria stand out from the competition?*

Is it your perfectly seasoned sauce, variety of crusts, or premium toppings? With stiff competition and thin margins, you might be looking beyond your menu for an added edge — and that edge could come from technology. Your business' point of sale (POS) system can provide functionality beyond ringing up a sale to help you operate in a more efficient and cost effective way, and, specifically, a pizza POS system will help you address your industry's unique needs and challenges.

The variety of options for you to choose from when selecting a POS system, however, can be overwhelming. This guide presents must-have pizza POS features and how these features can benefit your business:

- **Touchscreen and Simple User Interface**
- **Modifiers and Hot Keys**
- **Integrated Payment**
- **Online Ordering**
- **Rewards/Loyalty Program**
- **Delivery Management**
- **Payment — and Network — Security**



# 1. Touchscreen and Simple User Interface

Your pizza POS system should include a touchscreen to eliminate errors that occur when employees type orders. The software should provide a user interface that is simple, intuitive, and fast. This will assist young employees or workers for whom English is their second language by providing an easy to use POS system that uses symbols, images, shapes, or colors along with words.



If your experience with employees is typical among U.S. restaurants, training new employees is part of your routine. The National Restaurant Association reports in 2014, for the fourth consecutive year, the [employee turnover rate](#) increased for restaurants — from 56.6 percent in 2013 to 66.3 percent in 2014. It's also worth mentioning these rates are relatively low: In 2007, prior to the economic downturn, the rate was 80.9 percent. This can be attributed to several factors: restaurants are the largest employers of teenagers and students, and a significant percentage of restaurant employees are seasonal workers.

A high employee turnover rate makes it imperative to have a pizza POS system that your employees can learn to use quickly. It should be easy to train new employees to use the POS system and for employees to adapt when menu items or procedures change. You may even find that when a POS system provides a simpler and faster ordering process, you can increase customer throughput — especially at peak times when your pizzeria is busiest.

The right pizza POS system can help your employees deliver prompt, accurate service — and in the restaurant industry's high turnover climate, a well-functioning work environment with satisfied customers may help you keep your best employees longer.



## 2. Modifiers and Hot Keys



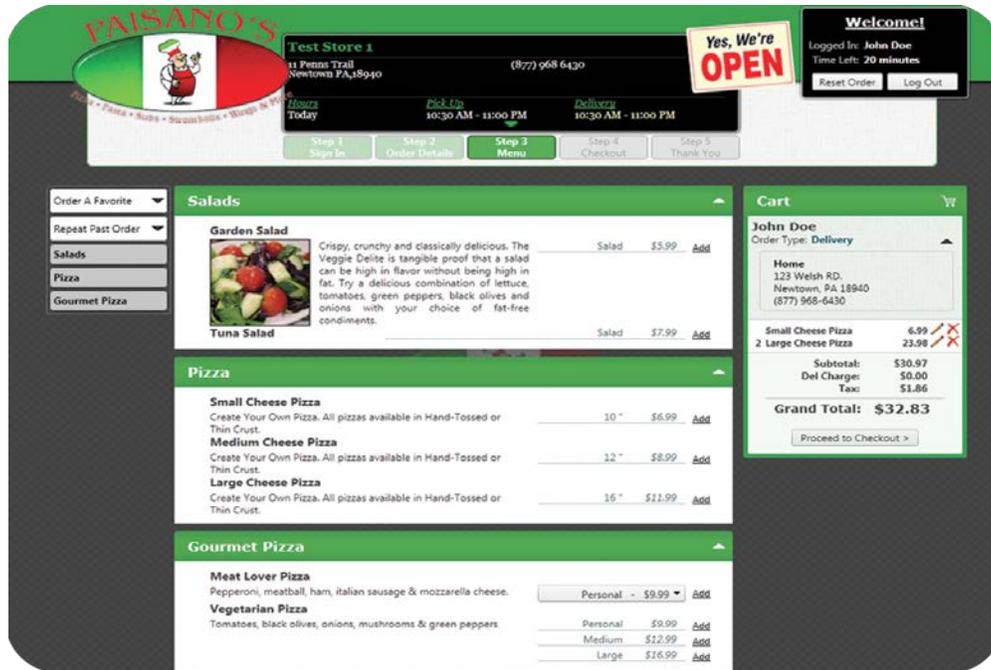
A must-have for pizza POS systems is a flexible menu system that enables you to tailor the ordering process to how you do business.

The software should allow you to add modifiers, which are items that extend, change, or define menu items. Pizza POS systems — even more than other restaurant POS systems — must enable customers to see and select all options available to them for toppings, crusts, and sizes of pizzas, as well as offering other food and drink items that can be added to the order. Your POS system should also provide the option of setting up “hot keys” with preconfigured pricing for popular combinations or options on the order screen.

In addition, state-of-the-art pizza POS systems support “suggestive selling,” prompting employees to suggest additional items customers may be interested in adding to their orders. With customers increasingly demanding an optimal experience from restaurateurs, suggestive selling lets your customers know that you are dedicated to enhancing their dining experience. This strategy will not only help you keep customers happy, but it can also generate thousands of dollars in extra revenue for your business.



## 3. Online Ordering



Online ordering has become a must for pizza shops to compete. Customers, especially tech-centric millennials, expect the convenience of ordering — and paying — from their PC, smartphone, or tablet.

Consider a POS system with advance ordering — the ability for customers to place an order 24/7/365, scheduling their pickup or delivery at a time that is convenient for them. You will likely find that by implementing this option, your customers will place orders more frequently — ultimately generating more revenue. Look for a POS system that includes a way to suggest additional items as add-ons to online orders.

In addition to generating more revenue, online ordering also can save you money by providing insight into the times of day when the most customers are heading your way — information you can use to schedule workers and plan food preparation. Enabling customers to make payments in advance will also help reduce the number of orders that are not picked up.



## 4. Rewards/Loyalty Program

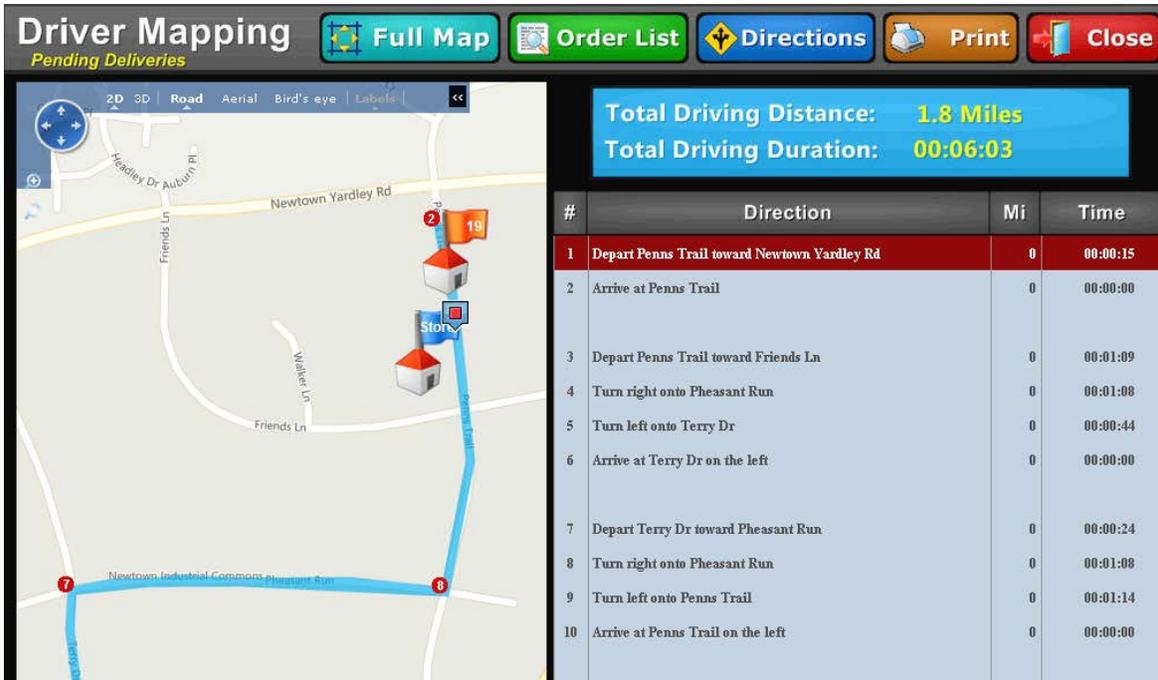


A rewards/loyalty program is another feature to look for when you are researching pizza POS systems. For your customers, the program will help create positive engagement with your business — enabling them to collect points when they visit your pizzeria. These points can later be redeemed for rewards such as an add-on menu item or discounts on future purchases. You can also offer loyalty program members exclusive deals or make them aware of special promotions that can encourage them to return. Moreover, Loyalty research shows 73 percent of consumers would [recommend a restaurant more](#) if it had an appealing rewards program.

The rewards/loyalty program will also benefit your pizza business. With the right point of sale system, you can gather valuable information on your client base, their preferences, and habits that can help you make informed labor-scheduling decisions, optimize your menu and inventory, and assess the effectiveness of your marketing and promotional efforts.



## 5. Delivery Management



The screenshot displays a 'Driver Mapping' interface with a map on the left and a directions table on the right. The map shows a route starting at a 'Store' location, passing through several streets including Friends Ln, Pheasant Run, and Terry Dr, and ending at a delivery point. The directions table provides a step-by-step guide for the route.

#	Direction	Mi	Time
1	Depart Penns Trail toward Newtown Yardley Rd	0	00:00:15
2	Arrive at Penns Trail	0	00:00:00
3	Depart Penns Trail toward Friends Ln	0	00:01:09
4	Turn right onto Pheasant Run	0	00:01:08
5	Turn left onto Terry Dr	0	00:00:44
6	Arrive at Terry Dr on the left	0	00:00:00
7	Depart Terry Dr toward Pheasant Run	0	00:00:24
8	Turn right onto Pheasant Run	0	00:01:08
9	Turn left onto Penns Trail	0	00:01:14
10	Arrive at Penns Trail on the left	0	00:00:00

Delivery is integral to most pizzerias' businesses, and your POS system should support delivery by making it more efficient and profitable. Select a POS system with integrated caller ID and customer database/history for use in dispatching drivers and scheduling and tracking deliveries. It is a challenge to dispatch drivers in a way that results in on-time deliveries but also minimizes travel. With information that can help you schedule drivers to make multiple stops per trip, you can save fuel costs and other travel-related expenses and keep customers happy with reduced wait times. You can keep your drivers happy, too, with the ability to collect more tips with multiple stops per route. Depending on the area you serve, you could also be challenged to provide drivers with directions to customers' homes and the quickest, safest route to get there. Customers will appreciate not waiting for a delivery from a driver who is lost due to inaccurate directions.

Your POS system should also help address loss prevention: The ability to have customers pay in advance can reduce the amount of cash drivers must carry. And drivers will know their deliveries are tracked and monitored, which can help reduce employee theft.



## 6. Integrated Payment



Pizza POS systems must have integrated payment processing for quick, reliable checkout. With the number of options available to you customers, it is essential to insist on POS software that facilitates accurate charges and transactions that are easily accomplished with your customers' preferred payment methods. The POS system should accept all forms of payment — e.g., cash, credit card, debit card, gift card, loyalty card. The payment process can impact a customer's impression of your pizzeria: Difficulty completing a transaction or tipping, disputes over charges, and a time-consuming checkout process can negatively impact a customer's experience at your restaurant.

Also make sure your POS system is EMV capable. U.S. consumers have begun using EMV chip cards, which help prevent card fraud. Chip cards can't be duplicated from stolen card data — as they can with magnetic stripe cards — because the EMV chip can't be reproduced. In addition to helping to keep payment card data secure, it's important for merchants investing in a new POS system to make sure it can process EMV cards to help protect their own businesses. As of October 1, 2015, the liability for fraudulent card transactions shifted from issuing banks to merchants if they are not using EMV-compliant technology — a cost that your business might not easily absorb.



## 7. Payment — and Network — Security

With news of payment card data stolen by cybercriminals repeatedly in the news, it's likely that security is a top priority as you weigh your options for a pizza POS system. The measures you put in place to protect your systems and network ultimately will protect your business and your reputation from damages a data breach will cause. A data breach can mean thousands of dollars in direct costs to your business, but also consider soft costs, including brand damage. The damage can be devastating: A recent National Cyber Security Alliance study found 60 percent of small to midsize businesses (SMBs) that are the victims of cyberattack go out of business within six months after the attack.

### To help protect your business, insist on:

- **Network security** that uses unified threat management (UTM), providing intrusion protection and application intelligence.
- **Endpoint security** that blocks known threats and includes application white listing, OS patch management, and third-party application monitoring.
- **Unified security management** with feature including asset discovery, vulnerability assessment, threat detection, and behavior monitoring.
- **USB-based failover Internet backup** that will enable your store to continue to securely process credit/debit cards, ensure online ordering, and maintain live threat monitoring in the event of Internet outage.

As you compare pizza POS systems, you will find that there are substantial differences among what is included in a “total” solution, and this is especially true when it comes to security. Some providers use Payment Card Industry Data Security Standard (PCI DSS)-compliance as a selling point, but this may be limited to the POS terminal or card reader. This doesn't address areas such as your business' network, back office, server, wireless network, online ordering system, or user access control. This gap in security is where sensitive payment card, customer, and employee data is vulnerable and data breaches can — and do — occur. Make sure you are fully protected.



## Ready to Invest? Insist on Full Cost Transparency

You've read the buyers' guide, you've done your research, and you have proposals in front of you for consideration. As you prepare to make your final decision, it's important to make sure you are making an apples-to-apples comparison when looking at what is included in each proposal and in the "total" cost.

You can compare a POS proposal to a pizza order — for a large pepperoni pizza for \$11.99, for example. How would your customers react if the check you handed them for this "\$11.99" order had additional charges for use of utensils, napkins, placemats, and maybe even rental for a chair? And what if those charges nearly doubled the cost of the pizza? You should expect the same cost transparency your customers expect when you are making a POS purchase. And it's important to point out that instead of an extra \$10 or \$12 added to the cost, with a POS system, the unexpected costs can total thousands of dollars.

Make sure you question POS providers about their proposals to make sure everything you need is included — and never enter into an agreement with "to be determined costs." Educate yourself about all of the components and phases of installing and deploying a new POS system — such as in-wall network cabling, travel, shipping and handling, on-site assistance, next-day service, hot-swap service, loaner equipment, on-site training, custom menu build — what those line items cost and whether they are reflected in each proposal you are considering.

Whether it's the quality of your ingredients and menu items or the technology you use at your pizzeria, you shouldn't settle for less than the best. Finding the right pizza POS system that provides the optimal user interface, payment options, online ordering, rewards/loyalty program, delivery management, and security can help your pizzeria be more competitive, generate more revenue, and attain your business goals.



*Since it began in 1986 as a DOS-based point of sale solution, PDQ POS from Signature Systems, Inc., has experienced tremendous growth. By focusing solely on the restaurant industry, we have become the longest tenured provider for pizza POS, restaurant POS, QSR POS, delivery POS and bar POS. And by enhancing and expanding our innovative software through customer input, we offer a product that is tailor-made for how — and with whom — you do business.*

*Touted as "the Fastest POS on the Planet," PDQ POS has been consistently **rated #1** for speed, reliability, security and accuracy. We dedicate ourselves to providing the most effective, efficient and easy-to-operate point-of-sale system on the market...and we are laser-focused on exemplary around-the-clock, LIVE service and support, 24x7x365.*

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