

Red River POS Provides Integrated Point-Of-Sale Solution For Little Caesars Franchisee



Customer Highlights:

An integrated system of Casio, Datacap and Mercury Payment Systems improves business operations for San Diego pizza chain.

Introduction:

Little Caesars is the largest pizza carry-out chain in the world with restaurants on five continents. The San Diego franchisee with 20 store locations sought Red River POS' help for a custom solution.

Challenge:

The San Diego franchisee's existing point-of-sale could not meet the needs of his high volume pizza business. The manager sought a point-of-sale solution that included an easy to use terminal, intuitive programmable menu, and fast, integrated, and safe credit and gift card processing.

Solution:

Although the San Diego franchisee considered less expensive PC-based systems, he ultimately chose Red River POS's total solution because of the dealership's expertise, reputation, support package, and his ability to customize the system specifically for a pizza business.

Linus Nghi Le of Red River POS provided Casio QT-6000 registers, Casio receipt printers, and Datacap's NoLoad TwinTrans™ with credit and gift card processing from Mercury Payment Systems.

With knowledge of Casio equipment and the customer's business, Le customized the system and highlighted features to make daily operations much easier. Le presented a total solution that was powerful and flexible enough to meet many of his customer's challenges.



Datacap products, for example, offer software encryption that limits the risk of card data loss. When combined with Mercury’s PCI-compliant processing, Le’s quick-serve restaurant customers enjoy an end-to-end secure solution without the hassle of updating and maintaining Microsoft Windows security necessary with a PC-based solution.

The solution also met the franchisee’s need for a gift card program. Highlights of MercuryGift® include unlimited, free gift card transactions, card balance inquiry, online web reports, multi-store reconciliation and more.

Results:

The Red River POS solution resulted in fast and reliable communications between terminals and easy end-of-day report consolidation. The QT-6000’s touch screen, graphic icon keys, and toggle option between menus allows the franchise owners to train new employees easier. Real-time product inventory is a snap with the new ability to poll the stores through the internet. The Mercury-Datacap payment processing piece reduces wait times with 2-second transaction approval for credit and gift card transactions. The franchise owners have noted increased sales with the implementation of the MercuryGift® card program when customers spend more than the dollar amount on the card.

Contact Red River POS or Mercury Payment Systems to get started today! Please reference NAPICS.



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