

# Fanning the Flames of Growth

## POS System Enhances Service and Fuels Profits for Restaurant Chain

Whether it's fast food or fine dining, running a successful restaurant is no piece of cake. In addition to the long hours and grueling labor required to keep kitchens cooking, the business end of food service comes with its own daunting challenges. The good news is a strong financial partner and some modern technology can make life a lot easier.



Take the case of a Frost customer with a chain of fast-casual restaurants specializing in wood-fired chicken with a Latin flair. Partnering with Frost Merchant Services to implement a more advanced point-of-sale (POS) system, the business is working more efficiently and cost-effectively than ever. Here's how their story unfolded.

### SERVING UP A SOLUTION

The customer currently has six restaurants in the Dallas-Fort Worth area. With locations dispersed across the vast metro area and a growing team, the owners knew they needed help to create a consistent customer experience while staying on top of financials.

The chain already used Frost for its deposit accounts and lending services, so expanding the relationship to include Frost Merchant Services was a natural fit. After meeting with the owners to fully understand their needs, the merchant services team recommended an upgrade to their existing POS systems. Frost partners with Fiserv, the global leader in payments and financial technology, to provide intuitive and multi-functional POS systems that help businesses achieve greater control of their operations. As part of the onboarding and support process, businesses benefit from a dedicated local Clover Business Consultant who works closely with customers to optimize the use of Fiserv devices and services.

The Frost/Fiserv solution for this customer included **equipping each restaurant with counter-serve POS equipment from Clover**, a brand powered by Fiserv. The new terminals make it remarkably fast and easy to accept credit and debit cards (used for 75% of the restaurants' transactions), as well as a variety of digital payments such as Apple Pay, Venmo and more. And since every device is connected to the cloud, authorized managers can access and work with financial data from any store at any time.

Because of the speed and convenience of processing payments, the restaurant chain also takes advantage of integrated apps in the Clover system — Homebase, DAVO and Rewards — to manage staff scheduling, automate sales tax payments and create loyalty programs.

### A Relationship-First Approach

Though technology permeates every aspect of business, it's still people that matter most. That's why Frost and Fiserv do things differently than other merchant services providers. Our personalized approach includes a thorough assessment of every client's unique needs, and a custom mix of services designed to make your business better. We're there at the start to help with the program and implement the new system. Then we back the solution with 24/7 customer assistance and ongoing support from a dedicated Clover partner who knows your business — and your name.

## A RESTAURANT GETS ITS WINGS

The user-friendly POS terminals, coupled with back-end management apps, give them just what they need to bring business to a boil. Here's how it all comes together:

- **Enhanced customer experience:** When customers have more options to pay (cash, credit, debit or digital), they're likely to come more often and spend more. And employees can make transactions in a flash, leading to faster meal prep and delivery, and, ultimately, increased revenue.
- **More effective staff management:** The POS software is as easy to use as common smartphone apps. The short learning curve is critical in a high-turnover environment like the restaurant business. Moreover, the Homebase app streamlines shift scheduling, clocking in and out, time-off requests and other team tracking and communication.

- **Faster POS credits:** The Frost/Fiserv partnership enables overnight crediting of POS transactions (whereas some merchant services providers only post credits during bank business hours). This helps the restaurant chain manage their working capital needs more effectively.
- **Greater visibility and intelligence:** Clover's software lets managers view aggregated sales and transaction data by location, hourly or daily, on one central dashboard. With increased visibility, managers can quickly assess each restaurant's needs and take action to improve performance.
- **Better tax compliance:** When the DAVO sales app handles the once-tedious tasks of calculating and making sales tax payments, the business avoids costly penalties, and management has more time to focus on other priorities.



## SAVORING SUCCESS

The restaurant chain is already seeing a return on its POS investment, both in the form of increased sales and rave Yelp reviews that keep hungry customers rolling in. Healthy financial performance across the portfolio has enabled the owners to reinvest in the business, executing plans to open additional restaurants in the coming year. With ongoing support and trusted guidance from Frost Merchant Services, their team is fired up for a flavor-filled future.

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**At Frost, we're here to support your restaurant every step of the way. See a solution that could enhance your restaurant operations? Contact us today, and we'll help you find the best offerings to achieve your business goals. Scan the QR code or visit [FrostBank.com/MerchantServices](https://FrostBank.com/MerchantServices) to learn more.**

