

## EXATOUCH FOR FOOD SERVICE CASE STUDY:

# FRESCO PIZZA DELI

### THE CLIENT

Fresco Pizza Deli, a privately-owned delicatessen, is new to the town of Southampton, New York. They serve breakfast, lunch, dinner, take-out, and cater for all occasions. In addition to food service, they also sell general merchandise.

### THE CHALLENGE

Southampton is a bustling area with lots of traffic and competition. Fresco needed a complete point of sale (POS) solution that optimizes business processes from the start, freeing up staff and management's time, streamlining day-to-day tasks, and reducing employee errors and waste with accurate inventory components. Fresco was also unique in that their system must support both food service and retail.

### THE SOLUTION

After considering several POS options, Exatouch met Fresco's most compelling criteria - ease of use, performance, overall cost and customer support. The product is backed by Electronic Payments, one of the most reputable innovators in payment technologies. With over 15 years of payments experience and servicing businesses nationwide, Electronic Payments understands Fresco's immediate and long-term needs! Plus, with in-house 24/7 support, Fresco can rest assured they'll have assistance when needed.

At first glance, Fresco loved Exatouch's appeal – modern hardware, sleek touchscreen monitor, matching peripherals, and a minimal counter footprint. It was a perfect fit for Fresco's clean, contemporary environment and bound to make an impression on customers.

Looking further into Exatouch's capabilities, Fresco was impressed with the system's managerial features:

- ✓ **Delivery Options**  
such as adding delivery fees to orders
- ✓ **House/Charge Accounts**  
for clients that submit large orders on a frequent basis
- ✓ **Bank Manager Functions**  
it's easy to close out at night, swap out cash drawers, etc.
- ✓ **Employee Management**  
staff scheduling becomes simple with a time clock, the ability to enter hourly wages, and pull reports for pay roll
- ✓ **Advanced Reporting**  
schedule reports to be sent via email, track sales by categories, email tax reports directly to accountant
- ✓ **Inventory**  
easy to import and track
- ✓ **Purchase Ordering**  
place orders with vendors directly via Exatouch

The solution is also compatible with EAN13 barcodes, enabling Fresco to weigh deli cold cuts and salads, print labels, and checkout via Exatouch. As with the managerial functions, this component will help optimize processes, accuracy, and accomplish more in fewer steps.

As the company does with each of its merchant partners, Electronic Payments built a custom POS system tailored to Fresco's operations. Taking customer traffic and employee requirements into consideration, Electronic Payments placed two full Exatouch stations in the store. Each station includes the user-friendly touchscreen monitor, cash drawer, receipt printer, barcode scanner, and a semi-integrated PAX S80 for EMV, NFC and PIN Debit transactions. Fresco has the option to use the PAX S80 as a customer-facing device, guaranteeing a convenient check-out experience for their clients.

Electronic Payments met with the owner and staff onsite for the installation and training. Not only was the installation process a breeze, they finished entering inventory that same afternoon! The staff was excited to see how quickly the system was up and running and immediately saw the value of accessing everything from one convenient location. Exatouch provides a universal picture of the entire system - sales, customer and employee data - with just a few touches.

Thanks to Exatouch, Fresco Pizza Deli was able to open the next business day!



## THE RESULT

Since installation, the popular deli established exemplary daily workflows, reduced overall costs, and successfully managed multiple operations via Exatouch, including placing orders, accepting all payment types, accessing reports, tracking inventory, and managing employees. They've also experienced minimal ordering errors as well as accounting and bookkeeping expenses - thanks to Exatouch's robust reporting features.

eGiftSolutions, Electronic Payments' proprietary gift card program, will integrate with Exatouch POS in March 2016. Fresco is now considering gift and loyalty card services to enhance customer engagement. With eGiftSolutions, Fresco can design their own custom cards and promotional items, such as card holders, hangers, and other point of purchase (POP) items.

Furthermore, Fresco now understands the importance of partnering with a company that develops and supports the system in-house. With chip cards and contactless payments on the rise, Exatouch keeps up with the times.

Contact us directly at [877-496-5350](tel:877-496-5350) or visit [goism.com](http://goism.com) for additional information.

