

Uncle Oogie's Implements Secure Mobile POS Solution for Curbside Pick-Up

The Challenge

Uncle Oogie's Pizzeria, based in Sea Isle, NJ, is a full-service pizzeria committed to providing great customer experiences. This family-owned business that serves a blend of great Italian and South Philadelphian cuisine doesn't rest on its reputation as the #1 pizzeria on the island. Uncle Oogie's Pizzeria continually looks for ways to enhance service and convenience for its customers, such as offering curbside pickup.

The challenge with curbside pickup is more than just making sure customer service is quick and efficient — it's also about implementing a solution that is both PCI and EMV compliant. Effective October 1, 2015, the Payment Card Industry enacted a regulation that transfers card fraud liability in the form of chargebacks to merchants that use the traditional "swipe" method to process EMV (chip) cards. Restaurants need to put processes in place that eliminate unnecessary trips back and forth from the customer's car to the restaurant, which includes finding a way to complete all types of payment transactions including EMV chip cards and NFC (near-field communications) contactless mobile payments such as Apple Pay and Android Pay — right at the driver's side window.

Louis Cerone, owner of Uncle Oogie's Pizzeria, realized he could successfully offer curbside pickup after talking to his longtime

POS provider Signature Systems, which provides PDQ POS, one of the top rated point of sale systems for pizzerias and quick service restaurants.

"When PDQ said they had a mobile solution for accepting secure EMV chip cards, I knew right away that pay-at-curbside would greatly enhance the customer experience."

– Louis Cerone, owner of Uncle Oogie's Pizzeria

Since 2006, Signature Systems has provided its PDQ POS system to the Sea Isle location, as well as both of Uncle Oogie's Pizzeria locations in South Philadelphia, incorporating Touch Dynamic mobile POS hardware into their solutions. Touch Dynamic mobile POS hardware is essentially an extension of the counter-based POS. It's ideal for restaurants: rugged enough to withstand harsh kitchen environments and for use both inside restaurants and outdoors. It's also agile enough to allow restaurant employees to take orders quickly and complete payment transactions, including EMV payments. Uncle Oogie's Pizzeria's new mobile solution enables employees to accept EMV credit card payments while avoiding chargebacks, as well as NFC mobile payments and other types of payments, without customers having to leave their cars.



Customer

Uncle Oogie's Pizzeria
Location: Sea Isle, NJ

Objective

Implement a mobile POS solution that accepts payments, including EMV chip card payments, from curbside pickup customers.

Installation

- Touch Dynamic Quest II Tablet
- Ingenico iCMP Unit
- Signature Systems PDQ Pizza POS software

Results

- Increased revenue from curbside pickup
- Higher customer satisfaction

The Solution

Signature Systems' installed the mobile solution that includes Touch Dynamic's Quest II mobile POS tablet with an Ingenico iCMP unit, seven Touch Dynamic All-In-One Terminals, and eight printers. The Quest II Tablet is a hardy, yet flexible solution designed specifically for point of sale use, operating like an extension of the restaurant's point of sale system. EMV Level 2 Certified, it was the ideal candidate to handle curbside orders for Uncle Oogie's. The Ingenico iCMP unit is paired via WiFi or Bluetooth with the tablet to accept the customer's EMV or NFC payment.

Signature Systems also provided the wireless network needed for the mobile solution, installing two access points and 4G wireless backup, which eliminates the worry of not being able to accept credit card payments in the event of a wired connection outage. The total solution Signature Systems provides also includes comprehensive network security and services including online ordering, rewards and loyalty program, delivery management, and PCI compliance.

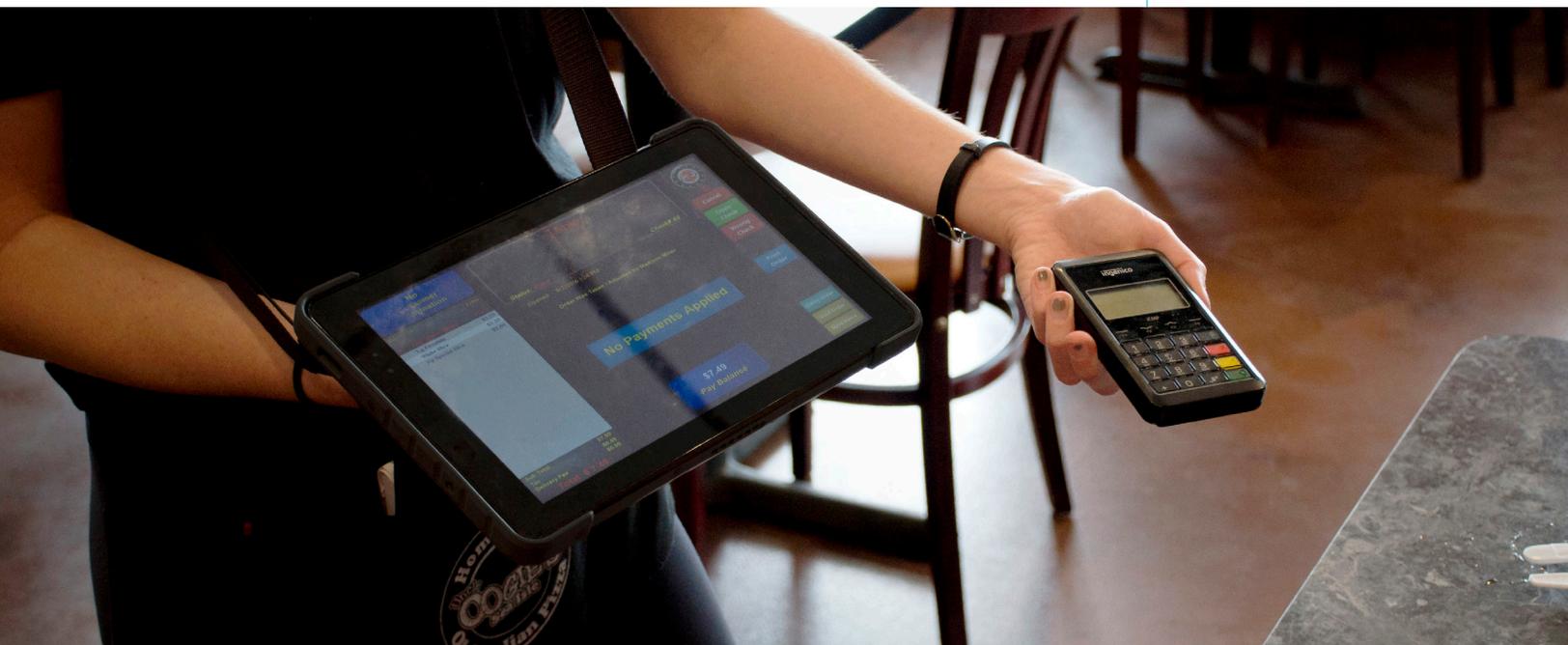
Installation of the new mobile POS solution took only two days and training was minimal. "There was very little training needed — the solution is that simple to use," Cerone says.

The new solution helps Uncle Oogie's Pizzeria employees take orders more quickly, efficiently, and accurately, and the Quest II Tablet with EMV payment capabilities makes curbside pickup possible, which, says Cerone, customers love. "We began curbside pickup about a month ago and I did some airplane advertising over the beach. There was a dramatic increase in phone orders wanting curbside pickup versus coming into the store to pick up their orders," he says.

"I've noticed a measurable increase in curbside pickup and customers have told me that they plan on telling their friends and family about this new service — which, in the highly competitive South Jersey shore area, is vital to my business."

– Louis Cerone, owner of Uncle Oogie's Pizzeria

The primary benefits of the new solution to Uncle Oogie's pizzeria are increased revenue and increased customer satisfaction. Cerone says his POS systems from Signature Systems and Touch Dynamic "helps me achieve happy customers every time."



About Touch Dynamic

Founded in August of 2001, Touch Dynamic is an ISO 9001:2008 certified, RSPA award-winning manufacturer of all-in-one touch terminals, small form factor PCs, touch screen monitors and mobile POS devices for a variety of industries. Touch Dynamic has leveraged its employees' extensive experience in these markets to develop a focused product line of unmatched quality and features. For more information, please visit www.touchdynamic.com.

