



# Chip Cards Redefine Restaurant Payments

## Reduce Card Fraud, Save Time, Improve Guest Experience

As high profile card data breaches have become more prevalent, the risk of card fraud has worked its way into consumer consciousness. Increasingly, full service and quick service restaurants are being breached as well. Recent news stories highlight cases of credit card fraud rings involving restaurant wait staff and retail employees. Though retailers are addressing counterfeit card fraud with the adoption of point of sales (POS) systems that support chip and PIN technology<sup>1</sup>, restaurants have been slow to follow suit. One recently breached restaurant chain has incurred significant costs associated with incident investigation, forensics, containment, notification, identity protection not to mention lost business. As well, card associations have put into place a "liability shift." Effective October 2015, businesses who do not support chip payment cards with EMV-enabled terminals

will assume liability for counterfeit card transactions, which would have been identified through the use of EMV technology. The migration to EMV is on and the promise of better payment security starts with chip card technology.

### REASSURE YOUR PATRONS

Restaurant patrons recognize that they may be vulnerable to card fraud in that they hand their payment card over to a complete stranger who, oftentimes, takes it out of sight to process it before returning with the card and the transaction receipt. Chip card payment transactions eliminate all those security concerns because the guest check is settled in front of the patron with the patron retaining full possession of their card the entire time. This simplified guest check settlement technology reassures your patrons that you have their card data security top of mind.

**3 out of 5 consumers agree that chip cards are an improvement over magnetic stripe cards<sup>2</sup>**

**1/3 prefer to shop at stores that are equipped with chip technology<sup>2</sup>**

# Chip Card Technologies Support Contactless

## SAVE TIME, REDUCE ERRORS

In a traditional restaurant payment scenario, there are two authorization processes, one at the time when the guest check is settled, and the other at the end of the night when tip adjustments are made. With EMV transactions, there's only one authorization process. This not only saves you time at the end of the shift spent conducting back office reauthorizations and tip adjustments but reduces the chances of tip adjustment errors as well.



## ACCEPT PAYMENT TYPES OF THE FUTURE

Newer EMV-enabled chip card terminals support multiple payment types to capture emerging payment technologies your customers will bring to your tables, including:

- Traditional magnetic stripe transactions
- EMV chip card transactions
- NFC/contactless payments (Apple Pay™ and others)

## SELECT DEVICES RIGHT FOR YOUR RESTAURANT

Today's terminals cater to an array of restaurant applications ensuring there's a solution that best suits your needs, including:

- countertop terminals for cashier service
- bluetooth devices for table or curb service
- wireless devices for off-site service

## EMV'S PROVEN SUCCESS

Counterfeit Card Losses Decline five years following rollout:

- UK: -51%<sup>1</sup>
- Canada: -54%<sup>2</sup>
- France: -50%<sup>3</sup>

## *Benefits At a Glance*

### **Reduces card-present card fraud**

- Validates cardholder (with PIN)
- Cardholder retains possession of card
- Addresses risk of wait staff fraud
- Addresses October 2015 liability shift

### **Saves Time**

- No reauthorization for tip adjustments at the end of the night for a simple close out of the authorized transactions
- Faster turnaround on settling guests' check provides opportunity for additional table turns
- Fewer chargebacks associated with counterfeit payment cards

### **Improves Guest Experience**

- Provides patrons security confidence as their payment card never leaves their hand and is never out of their sight
- Simplifies guest check settlement
- Meets international cardholders' higher expectations for a secure payment experience

### **Reduces Errors**

- Eliminates confusion associated with reconciling illegible tip adjustments