

THREE COURSES TO SUCCESS

OK, we know you didn't open your restaurant because of a burning desire to learn more about card payments. But if you'll stick with us for a few minutes, we think we can show you how picking the right card payment processing partner could make a real difference to your business.

Here's what's on the menu:



1 | FOR STARTERS

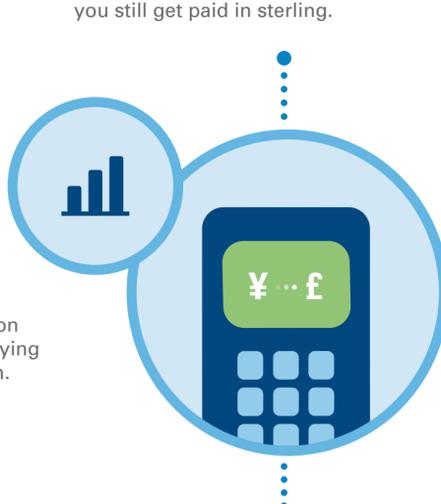
Those card stickers on your door do an important job. The last thing a customer wants is the embarrassment of ending their meal to find you can't accept their plastic. So they'll look through your accepted cards with every bit as much attention as they paid to your menu.

You can't afford to turn away potential customers. So we make sure, not only that you can accept the widest range of cards, but also that it's a simple, consistent process that doesn't get your staff confused when they're at their busiest.



But your customers can save money on exchange commissions, as well as paying in a currency they're comfortable with.

If you often serve visitors from overseas then you can go even further, for example by allowing them to pay in their own currency. It's no hassle for you – you don't have to worry about exchange rates, and you still get paid in sterling.



2 | FOR MAIN COURSE

Once the meal's over, most people are eager to get away. If there are delays now, what's that doing to their memory of tonight's experience?

That's why we've put so much work into streamlining the process, making life easier for your servers and more convenient for your customers. We'll provide you with terminals that talk directly and wirelessly to your tills, so there's no hunting for tabs or re-keying orders.



The waiter doesn't even need to leave the table. It's all handled quickly and seamlessly at tableside, even when you're asked to split the bill, right down to the well-earned tip.

And backing up all this extra convenience and customer service, there's a sophisticated reporting system to give you the best ever understanding of what's happening out there front-of-house, right down to each individual server. Just think what that could do for your business.



3 | SOMETHING SWEET TO FINISH

You probably keep a close eye on TripAdvisor, but isn't it a pity that you only hear from the customers you either delight or disappoint? If only it were possible to know what the silent majority thought of their experience...

It is now, because we've built customer feedback right into our payment terminals. At the end of the meal, your customers can give a fast 0-9 rating of a particular aspect of their experience. Your customers will be asked to rate from a random selection of 5 stars and 4 bespoke questions, and you can expect answers from around 88% of your customers*.



88%
response rate*

You can get up to an 88% response rate* with a truRating question on your card terminal.



All that information feeds automatically into your dashboard, giving you a constantly updated view of how your restaurant and your individual servers are performing in the eyes of your customers.



★ AND HERE'S THE TIP



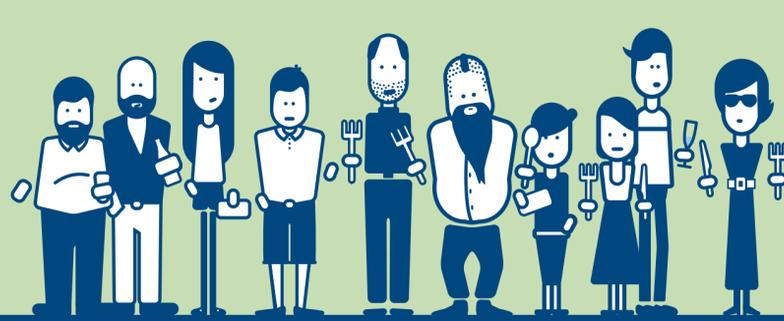
The hospitality trade has never been more competitive. You can't afford to miss a trick, so do something positive today. Set aside a few minutes to chat with the specialist payment processor who can help you make your payment systems really pay.

How can you make sure you give a complete customer experience throughout your customer's visit?

Speak to Global Payments

If you want to find out more about enhancing your customer experience, call us on 0800 731 8921* or visit our website at

www.globalpaymentsinc.co.uk



*truRating internal statistics June 2015

**Lines are open Monday to Friday, 9am to 5pm except Bank Holidays.

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