

## Ziosk Applications

Restaurateurs deploying the Ziosk are currently experiencing an impressive return on investment (ROI) and increasing guest satisfaction via the Ziosk service suite of applications including:

**Pay-At-The-Table (PATT)** – Makes it convenient for guests to pay on demand while providing them with the added security of maintaining possession of their credit, debit or gift card (approximately 67% of all non-internet credit card fraud occurs in a restaurant). Other features include split check capabilities, printed receipts right at the table or emailed receipts. Ziosk is completely integrated to the existing POS and truly PCI certified, unlike iPads or tablet computers used in restaurants.

**Selected Self-Service Order Entry** – Allows guests to order some items on their own. In this pressure-free environment, guests tend to order more items, which increases Per Person Average (PPA) sales while reducing restaurant labor costs. Ziosk currently offers this feature to allow guests to order another round of drinks or to order dessert. Rather than offering complete order entry, TableTop Media preserves the benefits of the service experience by giving guests control of only the “magic moments” of the dining experience – those times when guests may want another drink while waiting for their entrees or decide to splurge on dessert.

**Entertainment** – Keeps guests happy once they have ordered their drinks and appetizers. They can play games, watch movie trailers, discover more about the restaurant’s services and items, or catch up on USA Today news on the Ziosk. Because guests are enjoying themselves while they are waiting, their perception of the wait time is diminished, leading to an overall increase in guest satisfaction and therefore increased restaurant frequency. For families, the Ziosk’s entertainment features allows for family interaction and opportunities for adults to visit while children enjoy the entertainment at the table.

**Interactive Table Tent** – Uses informative interactive content to promote contextually relevant food and beverage items throughout the dining experience. 20-100% increases in sales of these items have been seen along with reduction in costs for tabletop point-of-sale materials.

**eClub/Loyalty Club Enrollment** – Makes enrollment in restaurant loyalty programs easier because it can be done immediately at the table as opposed to being done after leaving the restaurant, thus increasing loyalty enrollments up to 300% in restaurants that use the Ziosk.

**Surveys** – Gather guest-satisfaction data quickly and effectively. Typically, restaurants use a system that is presented to guests on the cash register receipt and requires guests to call an 800 number or go online to complete a survey — a cumbersome process that results in under a 3% response rate. The Ziosk’s survey application, on the other hand, is integrated into the Pay-At-The-Table solution, offering an easier and interactive real-time response medium for the guest. As a result, over 90% of the guests paying on the Ziosk answer a simple, post-dining survey, and over 30% answer a longer survey.



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## Ziosk Technical Features

- 7" touchscreen
- Totally wireless solution – table appropriate footprint and no bulky wires
- 18 hour battery life – NO mid-shift battery exchange
- Encrypted MSR (card swipe reader)
- Payment card industry (PCI) compliant – highest level of security for guest information
- Ruggedized form factor built for this harsh environment withstanding a 6 foot drop test
- Internal thermal printer – at-the-table printing gives guests immediate access to receipts
- Full Integration with the restaurant's point-of-sale system
- 30 frames-per-second video

<http://www.youtube.com/user/tabletopmedia01> (product demo)