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Exclusive Preview: Cheesecake Factory adds mobile payment to menu

MARCH 22, 2016 | BY DAN BERTHIAUME



The Cheesecake Factory is known for offering a wide variety of food items, and now is also expanding its range of payment options.

Starting in April, The Cheesecake Factory will roll out a new mobile payment app called CakePay. To use CakePay, guests will check in and receive a four-digit code they give to the server at the time their order is taken. The server will then enter the order and the code into the POS system.

Guests will be able to view their running check on their smartphone. When they are ready to leave, they can select whether to split the bill with another diner, either by paying for a specific item or splitting it evenly, and

then check out without waiting for the printed check or the credit card slip. A survey option is provided at the end and the customer receives an electronic receipt.

The CakePay app incorporates PCI DSS Level 1-compliant mobile payment technology from custom hospitality app provider MyCheck and integrates with The Cheesecake Factory's Positouch POS system and credit card processor. Users can link multiple payment methods to their CakePay account, including credit cards, debit cards, Apple Pay and PayPal.

"We have been working closely with MyCheck over the last year to ensure that our guests' mobile payment experience is an extension of the overall Cheesecake Factory experience, and we are very pleased with the results," said David Gordon, president of The Cheesecake Factory Incorporated. "CakePay has been available in a few of our restaurant locations since last year and has been well-received by our guests and staff alike. We are very pleased to offer our guests the convenience of being able to pay from their smartphones."

In an interview with *Chain Store Age*, Gordon outlined some specific benefits mobile payment provides The Cheesecake Factory and its customers.

"The primary benefit for our customers has been the convenience and speed of check-out," said Gordon. "Additionally, our CakePay app offers customers a convenient way to browse our extensive 250-plus item menu. From an operational perspective, CakePay allows our servers to have more time to spend taking care of guests rather than spending time on the cash-out process."

In addition, considering the length of time restaurant guests must wait to be seated, give an order and then have their meals prepared, anything a food service retailer can do to simplify and speed up the payment process is a huge contributor to overall satisfaction.

CakePay will allow The Cheesecake Factory to complete guest transactions instantly, improving the experience while also turning over tables more quickly.

"The Cheesecake Factory is always looking to enhance our customer experience, and we are constantly evaluating new forms of technology as they continue to evolve," concluded Gordon. "We saw mobile payment as a wonderful convenience for our customers, and as a perfect fit for our high end casual brand."