

FREQUENTLY ASKED QUESTIONS (FAQ)

HOW MANY PEOPLE CAN USE A COUPON?

You can create single-use or multiple use coupons. We recommend Single-use to get started. You can also require 'check-in' so that you encourage people to sign up with the system to use the discount.

WILL COUPONS HAVE AN EXPIRATION DATE?

Yes, you can decide both activation and expiration dates. For example, you can set it to become active a week after creation, and expire two weeks from then. Activation and expiration dates are clearly printed below the code.

WILL OTHER BUSINESSES SEE MY CUSTOMER'S EMAIL ADDRESS?

No, unless they also visit that specific business and check-in. We have a universal database, but each business gets to see only their own customers. The universal database makes it easier for a user because they need to sign up only once, and they can use the same check-in in every business. However, the relationship of a business with a specific customer is unique and not shared.

DO YOU SELL EMAIL-ADDRESSES TO THIRD-PARTIES?

No, we will never sell email addresses or any other details to any third-party. In fact, we do not collect PII (Personally Identifiable Information) in general. We take customer privacy seriously.

WILL YOU SPAM MY CUSTOMERS?

Never. Only a business can send any promotions or discounts to their customer who have opted in for that specific business. Customers can also opt-out any time.

DO I HAVE TO HAVE A LOYALTY PROGRAM?

No. It is entirely up to you, the business owner, to decide if a loyalty program is right for you. You can activate or deactivate it any time. Check-ins can be used for many types of rewards, loyalty is just one type.

ISN'T SELF-SERVICE HARD TO USE?

Yes, self-service can be challenging to many people, even those who are tech-savvy. The culprit, usually, is a poorly designed user-interface. A user-interface that is fine for trained operators of a point-of-sale is definitely too complex for a self-service user.

Our self-service interface is designed for the average user. It is simplified and enhanced with queues / hints to guide the user. Furthermore, since we use the same interface for all businesses, customers familiar with one business won't have to learn it again on a new business.

Finally, we are constantly refining our user-interface based on customer feedback and studies, so expect it to get even easier.

WHAT IF AN ITEM IS OUT OF STOCK?

You can deactivate any item any time, remotely, on all units at the same time. When it is back in stock, just reactivate it. This way, your customers will not be frustrated.

DO I HAVE TO REPLACE MY CURRENT POINT-OF-SALE?

No, you don't have to, at least, not right away. Chalkboards comes with its own order-monitoring and kitchen ticket printing components and can be introduced into your current environment as an add-on. Eventually, you probably would like to use Chalkboards for all your sales points, e.g., regular counters, self-service, mobile and web-sales, and take advantage of the marketing and promotion tools to offer seamless experience for your customers.

CAN I SWITCH BETWEEN SELF AND REGULAR SERVICE?

Yes, all dual-screen Chalkboards point-of-sale units can serve as both regular and self-service. You simply switch modes and the front of customer-facing screen becomes dedicated self-service. That's it. In self-service mode, the cash drawer will never be opened, only credit cards will be accepted (swipe or chip) and kitchen tickets will always be clearly marked to indicate where orders originated (self, regular, mobile or web).

WILL CUSTOMER HAVE TO DOWNLOAD SOME APP?

No, your customers don't have to download any app, to take advantage of any the features (loyalty, promotions etc.).

CAN I GET MOBILE/WEB ORDERS?

Your point of sale has a matching companion mobile webapp, ready to use. Note that this is not AppleStore app, so no need for your customers to download anything. Instead, it is a link, and the link is embedded in every email, promotion or receipt. Clicking on the link will load the mobile ordering webapp and your customers can order straight from their mobile. We even offer a convenient wireless label printer to help with shipping and handling. Kitchen tickets will be printed for mobile orders just like for regular orders, but they will be clearly marked to indicate their source.

We accept all major credit cards safely and securely.

HOW DO I CREATE AN INSTANT PROMOTION?

- a. Go to the promotion creation window
- b. Pick an item, pick a new price (or some percentage off)
- c. Add a few words describing the promotion.
- d. Send it to emails from your email list.

WILL IT HELP ME INCREASE SALES?

Yes, Chalkboards can help you increase sales in three ways:

1. With self-service you can handle more customers, with more stations, you can handle sudden burst of customers, and not lose sales.
2. Check-in rewards and Loyalty rewards are proven ways to increase sales. We make it easy and fun.
 - a. Flash promotions can bring in customers on a slow day.
 - b. We will help you choose what works best for you.

IS IT CUSTOMIZABLE TO MY BUSINESS?

Most aspect of your menu/catalog as well as your user interface is customizable. All data (like prices, pictures, descriptions, groupings) are editable directly from the interface. For more customized look-and-feel, please contact us.

FOR SELF-SERVICE, WHERE WILL THE TICKETS PRINT?

You can set up one or more order-monitoring stations. Each station can have an associated printer. So you can as many such stations as you need, giving you complete flexibility. All stations are cloud

connected, so no need to run cables to connect the different components (you do need power for the printer and iPad, of course).

HOW EASY IS IT TO EDIT THE MENU/CATALOG?

Your menu is fully editable. Chalkboards comes with its own built-in drag-and-drop menu editor. Create special menus for weekends, or holidays, add or remove items or hide items temporarily. All functions are at the tip of your finger.

CAN IT ACCEPT ALL CREDIT CARDS, APPLE PAY ETC.?

Yes, Chalkboards accepts all types of cards, including ApplePay, etc. We also offer the option of an old-fashioned swipe card. We are fully compliant with modern EMV-Chip standards, but many businesses prefer old fashioned swipe because of the speed. Just let us know, we can help you decide.

WHAT ARE MY HARDWARE OPTIONS?

We have several options in addition to the default pictures shown in our website. We also offer floor stands (metal), custom wooden stands, larger iPad screens (12 inch) etc. Let us know, we can accommodate most of your custom needs and help you look good.

HOW MUCH WILL IT COST?

Please call us

WILL I GET HELP WITH ON-BOARDING?

Yes, we will have dedicated personnel to help you during the initial set-up and on-boarding. Take advantage of our no-obligation free trial, for worry-free on-boarding of your staff and your customers. We are confident it will be easy and fun.

HOW DO I GET STARTED?

During our launch period, we will do the entire software set up for you. Your business, catalog/menu will all be set up and ready to use from the first day.

