FREQUENTLY ASKED QUESTIONS (FAQ)

WILL SELF-SERVICE CAUSE CONFUSION AND PROBLEMS?

It can, particularly if the system being used is not really designed for self-service, such as the Square POS. The user-interface of a self-service system must be super simple, and intuitive. It must assume that the user may have never used this system before. Normal point-of-sale interfaces, e.g. Square, are not designed with such a scenario in mind. They offer too many options, which assume a trained user, but end up being confusing for the typical customer.

Also, a self-service unit must always be in sync. It must allow removing items or hiding items quickly, printing uniform kitchen tickets, informing the manager if the receipt printer runs out of paper etc.

The Chalkboards self-service system was designed specifically for standalone self-service usage. We also encourage the self-service units to be deployed as 'express' units, possibly with fewer choices, and are ideal for customers who know what they want but are in a hurry.

We are confident that the Chalkboards system will not create any confusion or chaos, but will become an extra counter in your business helping you lower costs and server your customers faster.

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.

DOES IT HAVE A DUAL MODE (SELF AND REGULAR)?

Yes, a single Chalkboards point-of-sale can serve as both regular and self-service. The hardware enclosure will be different than shown, to accommodate rotation of the display. You simply switch modes from the admin interface and turn around the touch display towards the customers. That's it. In self-service mode, the cash drawer will never be opened, of course, and kitchen tickets will always be clearly marked to indicate where orders are being placed (self, regular, mobile/web).

WILL CUSTOMER HAVE TO DOWNLOAD SOME APP?

No, your customers don't have to download any app, to take advantage of all the features (loyalty, promotions etc.). We use web-apps (or progressive apps) and links are embedded in many places. Your

customers can bookmark-to-home-screen to put an icon of your business on their home-screen for quick access.

DOES IT HAVE A LOYALTY SYSTEM?

Yes, a loyalty system is already built-in and part of the 'check-in' mechanism. You just decide whether to activate it or not. If you think a loyalty program will help you, just pick an item, discount amount (free, 50%off etc.), and activate it. The POS takes care of the rest. All you customers must do is give you their email of mobile. Just sending them a receipt for a purchase also signs them up.

DO YOU I HAVE TO USE THE LOYALTY SYSTEM?

No, it is completely up to you. Loyalty programs usually increase repeat visits, and we can help you decide if you should use it, and what items and what level of discounts would be appropriate. You can give a 'discounted' or 'completely free' item, as the loyalty reward.

CAN I GET MOBILE/WEB ORDERS?

Your point of sale has a matching companion mobile webapp, ready to use. It 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.

HOW DO I ATTRACT NEW CUSTOMERS?

You can create and offer single-use promotions and share them on social media or via email-text. Promotions are a great way to invite and introduce people to visit your business. The 'single-use' feature makes sure there is no repeated use by the same person, protecting you from losing revenue.

HOW DO I INCREASE REPEAT CUSTOMERS?

Check In rewards, loyalty rewards, both can encourage your customers to come back

WHAT IS THE DELAY IN TRANSFER OF MONEY TO MY ACCOUNT?

It can be instant, if you create a merchant account with WorldPay (Vantiv) or PayPal. Otherwise, it will be end of the day.   Other custom arrangements are also possible.

HOW WILL IT HELP ME COVER MY SEATS (FILL UP MY RESTAURANT)?

On a slow day you can send out special instant promotions, only to your community of members (those who have shared email or mobile numbers). Instant promotions are a great way to fill up your seats and make sure you recover your costs and make a profit. It is easy to create an instant promotion, you can do it right from the point-of-sale.

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 Apple Pay, 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 EASILY CAN I CHANGE PRICES?

You can change the price of any item at any time. Note that previous orders will still show the older prices. You can also use our versioning system to create different sizes (small, medium large) with different prices.

CAN I TEMPORARILY HIDE A MENU ITEM WHEN IT IS OUT OF STOCK?

Yes, very easily. If you need to hide an item from the menu temporarily or show it as out-of-stock, just go to the menu editor and change its status. We will immediately update all your menus/catalogs everywhere (all channels) to reflect this change. Putting it back in stock is just as easy.

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.