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Pizzeria rolls out SoftTouch self-pay system

• 17 May 2007

MARGATE, Fla. — Restaurant point-of-sale systems developer SoftTouch LLC has rolled out its SoftPay payment system at City Pizza in West Palm Beach's City Place.

This patent pending system allows eatery patrons to self-pay for their meal anytime during their dining experience, eliminating the need for the customer to wait for the check or the server.

The kiosk-styled touchscreen unit is activated by a SoftPay self-pay card that is dispensed when the customer is seated. The system can also work with a key fob issued to loyalty customers.

The customer can review their guest check on the screen and add gratuity before swiping a credit card or gift card to remit payment. A digital signature is captured and a hardcopy receipt is dispensed.

According to SoftTouch, using the SoftPay system can result in increased table turnover and customer satisfaction and reduced labor costs. The technology also can be used to expedite take-out orders, the company says.

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