

# REOPEN FOR BUSINESS

How the hospitality post-lockdown can use smarter payments to help support its post lockdown recovery.

There's a lot to consider when it comes to reopening post-lockdown. From staff and employee safety to delivering on customer experience and driving cashflow.

At Worldpay, we're working to deliver the payments tools and support that could help your recovery, offering solutions to enhance different stages of the customer journey. To help, we've created a simple illustration to highlight how Worldpay's smarter payments might be used to help you as you reopen and look to thrive and build back your business.

## Along the way, we'll suggest some key solutions.

You can find out more about each of these solutions at the bottom of the page.



## STAGE 1 ENGAGING CUSTOMERS

Let your customers know that your business is operating again, how they can engage with you, and what you're doing to keep them safe.

Consider playing an active role in supporting your local community to help make a difference and build your brand.

## STAGE 2 BOOKING AND REMOTE ORDERING

Enabling your customers to book, pre-order and arrange deliveries can help you manage demand and sales.

## STAGE 3 TAKING ORDERS IN YOUR PREMISES

Use apps and online ordering to reduce staff-customer contact, but try to keep the transition between online and physical interactions as seamless and secure as possible.

## STAGE 4 TABLE SERVICE

It's vital to minimise physical contact. Encourage staff to serve customers at their table wherever possible. If possible, adjust table layouts, set up one-way systems and consider installing partitions at till points. Be sure to provide protective equipment to staff and set up hygiene stations (including hand sanitiser) around the premises.

**23% of consumers** are less likely to purchase if a restaurant is offering self-service food. Worldpay/YouGov (June 2020)

Carefully consider staff and how they can maintain a safe distance in places such as kitchens and bar areas.

## STAGE 5 TAKING PAYMENTS

To reopen safely, your recovery plans should factor in a payment strategy. We can help. Consider:

- Accepting contactless card payments with Worldpay POS (Point of Sale)
- Accepting online payments on your website with a payment gateway
- Helping control chargebacks with our Disputes Solutions
- Using our Virtual Terminal to take payments for orders placed over the phone
- Enabling Integrated Payments to allow customers to pay at table and eliminate re-keying into your terminal

**52% of consumers** are more likely to purchase from a business if they clean their card machine between customers. Worldpay/YouGov (June 2020)

## STAGE 6 EVALUATION AND FOLLOW-UP

Give customers the opportunity to provide feedback. Not only could it help you learn and grow, it may also encourage return visits.

## OUR SOLUTIONS

### Worldpay Total Hospitality

Worldpay Total Hospitality's Pay at Table gives staff the ability to use the card machine to call up the bill as soon as a customer requests it and take payment at the table. This avoids customers having to queue at tills and can reduce unnecessary staff traffic across the premises.

### Disputes Solutions

Get early notifications of payments disputes, giving you the chance to prevent them turning into costly chargebacks. Worldpay can help with the administration of disputes, or you can manage them all from one simple portal.

### 3DS Flex

As mobile payments become more popular, there comes the possibility of an increase in costly declines. As an advanced authentication service, 3DS Flex could help reduce this risk, while supporting non-browser, card-not-present payments, optimising in-app, mobile and e-wallet transactions for authentication.

### Self-Service Kiosks

Self-service kiosks allow customers to use a touchscreen application to obtain information and place their orders. While there is concern about germ transmission on any surface, self-service kiosks could also cut down on customer-staff contact. With careful cleaning, these kiosks could help lower risks for staff.

If using self-service kiosks, be sure to clearly signpost proper use to customers – something that could be done via on-screen prompts. Provide hand sanitiser and wipes for use before and after interacting and ensure that social distancing is respected through use of clear signage. A member of staff should monitor usage.

### Worldpay Total Hospitality Gateway

Our payment gateway solutions could help reduce the amount of face-to-face contact employees have with customers by moving certain processes online. They support a comprehensive combination of devices, operating systems and payment channels and can reduce the need for in-person interaction when booking a table or settling the bill. Use the solutions for table bookings, pre-ordering food, paying by mobile app, settling bar tabs and more.

### FraudSight

Combining data insights and machine-learning technology, FraudSight can help identify and reduce in-store and online fraud. This is particularly relevant right now as online transactions are on the up.

### Shopping Carts

The Worldpay Shopping Cart helps facilitate online purchases. It accepts customer payment data and distributes the relevant transaction data to merchants, the payment processor and other relevant parties. In hospitality, a shopping cart allows consumers to order from an online menu, receive special offers, choose delivery options and overall, replace much of the need for in-person interaction.

### Pennies

Consider charitable giving as part of your recovery plans and offer customers the chance to make micro donations in support of both local communities and national charities. Worldpay partner Pennies makes this possible. Adding Pennies to your checkout could help improve the profile and perception of your business – crucial in times like these.

Learn more about Pennies at <https://pennies.org.uk>

If you are looking to implement or augment any of the solutions mentioned above, get in touch with a Worldpay representative and we'll help you set up for your reopening.

Get in touch

