

## Multi-location Casual Sit-Down Mexican Restaurant Chain

**Annual Sales:** \$10,000,000

**Industry:** Restaurant and Bar

**Region:** 6 locations - Virginia

### Axe Payments Solutions:

- Zero Credit Card Processing Fees Program
  - Elimination of all credit card processing fees
  - Next Day Funding
  - Compliant Processing
- State of the art processing equipment including terminal cash drawers, printers and EMV readers
- Next generation POS
  - Online ordering
  - Online reservation (to replace Open Table)
  - Integrated loyalty and gift card program
  - Globalized menu update system

**Customer Since:** 2018

## How we saved our client \$250,000 annually and modernized their POS

### Our Client

A 6-location casual sit-down Mexican restaurant chain with locations in Lynchburg, Virginia. Restaurant chain is well-known within geographic market having served the community for 15+ years.

### The Challenge

The merchant was interested in reducing costs associated with credit processing fees and equipment and Axe Payments was invited to discuss our Zero Credit Card Processing Fees program. As we gained a better understanding of their needs, it became clear that the restaurants legacy POS was in dire need of update.

The merchant's legacy system was antiquated with limited functionality. Menu changes were being implemented at each location, one at a time, resulting in menu and pricing inconsistencies. System limitations also created 100% reliance on a 3rd party online ordering program and an online reservation system, neither of which was integrated and both of which came at a high cost.

### The Solution

The client implemented our cash discount program with the simultaneous rollout of Axe Payments state-of-the-art POS system, which enabled upgrades including:

- Online ordering
- Online reservation
- Updated equipment
- Global management menu updating
- Advance management reporting



“Our restaurant chain is saving over \$40,000 per month in credit card fees and couldn't be happier with Axe Payments. We love the Axe Payments POS Solution almost as much as the money we are saving by not paying processing fees.”

**Vince G**  
OWNER, 6-LOCATION, MEXICAN  
RESTAURANT CHAIN; VIRGINIA

### The Results

- Credit card processing fee savings in excess of \$500,000 annually
- Minimal client abrasion, with no impact on gross sales and client satisfaction
- POS system customized based on client-specific needs
- Elimination of all 3rd party vendor fees, including OpenTable
- Improved global and per location visibility with enhanced reporting capabilities

We were delighted when this restaurant chain decided to switch to Axe Payments. Although they were initially concerned about the potential impact that our systems and cash discounting might have on their customers, we, along with client references, were able to assure them that there would be minimal customer abrasion.

The client has been very satisfied with our solutions. The money savings have been critical, especially during the pandemic, and the upgraded POS platform has drastically improved operational efficiency. The client has been very vocal in their support of Axe Payments and are always willing to serve as a reference.

### About Us

Axe Payments is a recognized leader in the payment processing industry. Nearly 20,000 businesses nationwide look to us to help facilitate merchant processing strategies that save money without causing business disruption. We ensure our merchants receive 100% of their purchase price, regardless of payment type, by automatically adding a convenience fee to any customer transaction being paid by credit card. 100% of the purchase price is transferred into the merchant's business account within 24 hours, effectively ensuring payment equality, regardless of payment type.

In support of our zero-processing fee program for online and in-store transactions, Axe Payments offers mobile payment services, POS, shopping carts and payment terminals, and we are able to fully integrate our systems and processes.

For more detailed information,  
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