

# Checking your franchise's payments potential

Is your payments provider helping or hindering your QSR franchise? Use this checklist to quickly assess the current level of complexity around your operations, and ensure you're getting the most out of your payments setup.

If you have any questions for our Adyen payments experts, feel free to get in touch [here](#).

# Getting up and running

How straightforward is it to get a new location up and running?

## When conducting Know Your Customer (KYC) checks, does the process include:

- Submission via manual paperwork or online / digitized
- Typically less than 6 steps to get KYC verification
- An integrated contract that eliminates the need for additional legal documentation
- Clear communication around timelines and submission requirements
- Visibility into the status of franchisees' application submissions

## While setting up and managing your terminals. Are you able to:

- Install and start processing on your terminals within 30 mins
- Choose your store on the terminal to retrieve the correct configurations
- Order new or replacement terminals from a self-service portal
- Have your terminals auto-update when new software updates are deployed
- Continue to accept payments if your network connection goes down

# Making better decisions, faster

How much time are you  
spending on internal,  
daily operations?

## **While running your every day business. How easily can you:**

- Predict your settlements - know exactly when your payouts are due
- Perform payment reconciliation - match a sales day to your bank statement
- See and understand your transaction declines and their reasons (e.g., do not honour, fraud, etc)
- Understand your average check size across channels to assist on your pricing strategies

## **Check in with your franchises. Are they able to:**

- Find and retrieve customer/transaction data in a simple cloud-based portal
- Combine payment data from different channels
- Derive insights from customers' buying behavior
- Link transactions back to individual customers
- Keep track of all terminals and troubleshoot from a single dashboard

# Keeping customers happy

How easily are you able  
to meet your customers'  
needs?

## Check in with your customer service. How easily can you perform tasks such as:

- Narrowing down potential cardholders
- Verifying a transaction's refusal reason
- Refunding a customer
- Checking for fraud
- Disputing a chargeback
- Locate receipts from previous purchases

## In your physical locations, are you able to:

- Conduct surveys at the point of sale via terminal for immediate customer feedback
- Connect a customer's payment card to your loyalty program to simplify the collecting of rewards
- Accept online payment methods in-person
- Easily facilitate cross-channel journeys (e.g., curbside pickup, drive thrus, delivery)

## **One payments partner. Endless opportunities.**

Adyen is the payments partner of choice for growing businesses to the world's largest companies. It is simple and secure, fast to integrate and gives merchants peace of mind that all their payments needs are covered so that they can focus on reaching their business goals.

Thousands of businesses worldwide use Adyen to scale their business including: Lancaster, Hellofresh, Daniel Wellington, Brabantia and Flixbus.

**For more information, visit [adyen.com](https://www.adyen.com)**