

# Best Friends Pet Care with VeriFone Integrated Payment Solution

Leading pet care chain increases customer throughput and debit acceptance with payment transaction processing solution and consumer-facing PIN entry system.

Best Friends Pet Care is a leading boarding and grooming service provider in the United States operating 49 centers in 19 states across the country. Best Friends offers state-of-the-art facilities that provide pets with a safe, clean and fun environment.

<b>Customer profile:</b>	Best Friends Pet Care www.bestfriendspetcare.com
<b>Business focus:</b>	Best Friends Pet Care is a growing national pet care company specializing in high-quality pet care.
<b>Headquarters:</b>	Based in Norwalk, CT, Best Friends Pet Care operates 49 grooming and boarding centers in 19 states across the U.S.
<b>VeriFone solution</b>	PAYware Transact (formerly RiTA Server) Terminal Interface Module BIN Manager Module MX830 Customer Activated Payment Terminal



Americans care about their pets, doling out an estimated \$43 billion a year. Grooming and boarding services alone are expected to account for \$3.2 billion in 2008, according to the American Pet Products Manufacturers Association. Best Friends Pet Care is a leading provider of pet hospitality and in 1996 introduced the concept of a pet resort to the industry. It has been responsible for popularizing services and care options such as luxury suites and doggy day camp programs. Best Friends Pet Care was selected to build and operate a full-service, luxury pet resort at Walt Disney World Resort and have assumed operating responsibility for five existing pet boarding facilities in Walt Disney World Resort, beginning in January 2008.

### Challenge

Best Friends Pet Care has built its success on state-of-the-art facilities that provide pets with a safe, clean and fun environment just like at home. With an intense focus on innovation, it developed

its own custom POS software to help run its centers.

Credit card processing was not integrated into the custom POS system, and Best Friends Pet Care used stand-beside dial terminals. As a result card payments were slowing down customer service and preventing Best Friends Pet Care from taking advantage of lower cost debit card payments.

Neil Camhi, vice president of IT with Best Friends Pet Care, says the company was dissatisfied with that set up because it made check out inefficient. It also created problems when balancing the POS system with stand-beside card terminal tallies.

The company also wanted to take advantage of lower interchange fees for increasingly popular debit card payments. "We wanted to reduce credit card fees by getting more debits and more swipes," says Camhi. "We were doing horrible with debit. Clerks were taking customer debit cards and swiping them. We did have PIN

pads that they could hand over, but in reality we weren't doing that."

Another major consideration, says Camhi, is that the company wanted to ensure it operates a PCI-compliant card acceptance solution.

### Solution

Camhi set about looking for a solution to solve many issues. One of the first places he checked was Visa's web site, to get a list of PCI compliant vendors with software that could be integrated to Best Friends Pet Care's own POS system.

"We wanted hardware; we wanted customer self service; and as high a volume of debits as we could," said Camhi. "We wanted the payment terminal to be an IP [Internet Protocol] device that would work on our network. That's a new way of doing things, much the same way that you have printers on the network, we wanted these payment devices to look just like printers. It's much easier to manage that way."



**“We were done ahead of schedule. We saved the money that was projected and came in on budget.”**  
- Neil Camhi, vice president of IT, Best Friends Pet Care

Ultimately Best Friends selected an integrated solution from VeriFone that included PAYware Transact (formerly RiTA Server) a comprehensive payment transaction processing application. For card swipes, Best Friends Pet Care selected VeriFone’s MX830 consumer-facing payment system that makes quick work of even the most complex payment and value-added transactions.

PAYware Transact is VeriFone’s latest generation of merchant card payment software. Utilizing Java-based technology, it is a secure, reliable, and cost-effective solution that is easy to implement and provides scalable and rapid payment processing.

The Terminal Interface Module (TIM) available for PAYware Transact serves as a central hub, providing added coordination and communication during payment and card processing. TIM provides a common link that brings together various POS hardware elements such as the POS system, payment devices, and the payment server. It efficiently and securely manages communication between all of them to complete the payment processing of transactions.

Another PAYware Transact module, Bin Manager works in conjunction with Terminal Interface Manager or as a standalone solution to encourage debit transactions. Once a debit range is configured, the Terminal Interface server will not prompt the user to select the Payment Type and Card type. Instead, it prompts for the PIN directly, encouraging the consumer to utilize PIN debit rather than signature debit.

### Benefits and results

As one of the first users of the TIM module, Best Friends helped VeriFone work the kinks out of early-release software. “We did have some issues along the way,” Camhi recalls, but points out that, “We were done ahead of schedule. We saved the money that was projected and came in on budget.”

The time required for the nightly closing procedure has been cut significantly, says Camhi. “We’ve improved the balancing to the point where we have almost no errors; it wasn’t a lot before, but enough to be annoying and time consuming”

Throughput at checkout is quicker because the customer swipes the card, rather than handing it over to the clerk to be swiped. While Best Friends Pet Care doesn’t have any direct data on the time saved, he notes that customer satisfaction is very high with the new process. “For them, it’s just what they’re used to in the supermarket,” he says.

Best Friends associates have responded positively as well. In fact, midway through the rollout, the IT department realized that it no longer needed to send out a trainer to each store coming online; rather it would just direct the associates to go to another already-implemented center to see how it works. “That’s one of the reasons we actually came in ahead of schedule,” says Camhi.

VeriFone name recognition was a key factor in vendor selection, says Camhi, who says that even if they had decided on a different software solution Best Friends Pet Care would have opted for the MX830 devices. But, he notes, with one-stop shopping, an integrated solution provides a single point of contact to resolve any issues that may occur during implementation.

### Benefits of PAYWare Transact and MX830

#### Merchant Benefits:

- Integrates with company’s POS software
- PCI Compliant
- Take control over card payments

#### Customer Benefits:

- Speeds lines to minimize waits at checkout
- Easy PIN entry, just like at the supermarket

