

The proof is in the pricing

Get the features you need, already baked in.

Your technology may be your key to making it in today's rapidly changing restaurant landscape. For example, the latest point-of-sale (POS) features have the power to impact people at every level of your business.



Customers

They expect to interact with the newest technology—whether they're ordering online, purchasing gift cards or getting food delivered.



Employees

They want to spend less time troubleshooting applications and more time meeting customers' evolving needs.



You

You have enough on your mind. You need systems that work without complicated maintenance or support.



But getting the latest features to work with your existing point-of-sale system can be expensive and challenging, especially if each requires integration with a third party, which often comes with:



Higher monthly fees with each integration



Issues with APIs, system requirements, updates and more

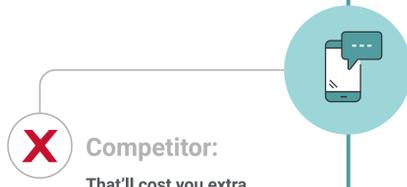


Required communication with multiple companies and points of contact



That's why Heartland does things differently. Our Restaurant POS offers an all-in-one solution to keep your costs down and your business thriving. All you have to do is activate the built-in services you want.

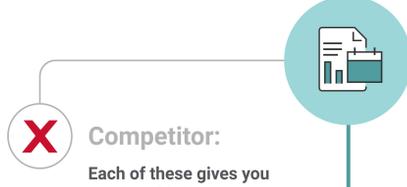
Keep reading to learn about some of Heartland's built-in features, and find out how you can get all the benefits—and none of the headaches—that come with traditional third-party applications.



Online Ordering

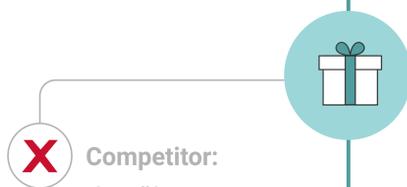
The percentage of restaurant revenue coming from pickup and delivery is growing fast. Make off-site dining more convenient for your customers by allowing them to order directly from your site.

56% of consumers place their delivery orders using restaurant websites.¹



Back Office

Stay on top of every aspect of your business with analytics and reporting, payment processing, and even human capital management services like attendance tracking.



Loyalty Programs

How do you turn occasional guests into frequent buyers and boost word-of-mouth business? By rewarding return customers with special offers.

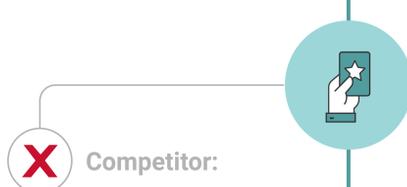
50% of consumers say a customer loyalty/rewards program would make them choose one restaurant over another.²



Delivery Dispatch

Save time and money by running your own delivery service. With Heartland, you can assign orders via drag and drop, dispatch deliveries via text, easily access and print directions, add or remove drivers, and view order assignments.

12% to 30% Restaurants pay between 12% and 30% of the customer bill to third-party delivery services.³



Gift Cards

Win new customers by empowering current ones to share their love of your restaurant by using digital and plastic gift cards.

Get what you need. Add what you want.

If there's a third-party application you love and want to keep using, you certainly have the option to add it to Heartland's POS system. What sets Heartland apart is that you don't have to use any additional third-party applications. Heartland Restaurant comes already equipped with the features you need to keep your customers happy, your staff efficient and your business successful.

Ready to learn more?

[Let's Talk >](#)

Sources

1. National Restaurant Association – Harnessing Technology to Drive Off-Premises Sales
2. National Restaurant Association – 2019 Restaurant Industry Factbook
3. *New York Post* – Uber, Amazon to charge eateries steep rates for delivery