

## Intuitive Caller ID



*Restaurant Pro Express with integrated Caller ID results in faster order taking and increased throughput. Caller ID helps companies improve the service they provide to customers. It identifies who is calling even before the telephone starts to ring. A database entry for that caller automatically pops up on the screen as the call is answered. Information including the customer's phone number, address and what they last ordered is automatically visible on the screen.*

### How pcAmerica's Caller ID works

#### Existing Customer:

*When the telephone rings at your restaurant,*

1. The Caller ID screen pops up.
2. The employee chooses which line to pick up.
3. The customer's information, including their phone number, address and what they last ordered, pops up.
4. The Caller ID screen will ask your employee if the customer would like to order the same thing they ordered last time.
5. If the customer wants to order the same thing, then the employee hits YES and the order is put into the system quickly.
6. If the customer does not want to order the same thing, they simply start a new order.
7. Whatever the last order was, will automatically be recorded into the system for the customer's next order.

#### New Customer:

*When the telephone rings at your restaurant,*

1. The Caller ID screen pops up.
2. The employee chooses which line to pick up.
3. If the customer is not already in the system, the Caller ID screen will prompt a new screen saying NEW CUSTOMER.
4. The employee inputs the new customer's information, including their phone number and address.
5. The employee will also take the customer's order.
6. The order will be recorded in the system.
7. On their next call, whatever the last order was, will automatically be recorded in the system.

### Some Benefits

- Automatically saves call information.
- Spend less time on phone.
- Automatically shows the caller's name, phone number, address and what they last ordered.
- Reduce duplicate and redundant information.
- Helps to avoid fraud.
- Can be used to offer customers special deals.
- Can recover missed opportunities.
- Blocks private and out of the area numbers.
- Results in more throughput.
- Improves customer satisfaction.
- Completes repeat customer orders faster.

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