



Clover Kiosk

Launching March 2024

© 2024 Clover Network, LLC

What is Clover Kiosk?

Clover Kiosk simplifies the lives of small businesses by freeing up operational staff to meet the unique needs of Quick serve and Fast Casual restaurants to:

- Identify opportunities to grow the business
- Run and manage the business more efficiently
- Enhancing customer loyalty by enabling customer-led ordering process



Executive Summary

Clover Kiosk

Empowering efficiency and convenience, providing seamless transactions and personalized experiences at customers' fingertips

Context

Clover recognizes the growing demand for self-service kiosks in the market. While there are limited options available through third-party apps utilizing existing Clover hardware, established competitors like Toast and Square have successfully addressed this opportunity.

To meet this need, Clover developed a unique end-to-end kiosk solution that includes hardware, software, and payments. This comprehensive offering will provide small and medium-sized businesses (SMBs) with a uniquely differentiated solution. Leveraging Clover's powerful SMB platform and other in-house optimizing tools (Web dashboard, mobile app), businesses can expect a seamless and efficient self-service experience for their customers.

Offering

- Retail Price: Clover Kiosk Bundle: – \$2,150.00 in CoPilot
- Monthly SW Subscription: \$34.95 per device
- Supported Software Plan: CSR and TSR
- Launch date: March 2024
- Target customers: Restaurants (Quick Serve, Fast Casual), Retail¹ and Personal Services¹, FSM¹.
- Target markets: North America, International (under review)



Kiosk for SMB Merchants



OWNERSHIP: Individual



LOCATION: Single or multiple



BUSINESS TYPE: Quick Serve, Fast Casual, food trucks



SCENARIOS: Merchants with high customer footfall and simplified menu who does not want to increase staffing budget

SUMMARY: Limited items on Menu, Mid-to-High level of Tech adoption

NEEDS

Reduce Costs: Improve margins by optimizing staffing expenses.

Self-ordering: Manage long line during peak hours, prevent ordering errors and food wastage

Customization: Ability to customize the customer experience to match the look and feel of their existing branding.

Device compatibility: Ability to provide customers with a consistent check out experience irrespective of the devices the customers use.

Scalability: Ability to scale across business growth phases

NOT NEEDED

- **Does not** need Essentials Plan
- **Does not** need Table Management (QSR)
- **Does not** require Reservations/Appointments (QSR)

Clover Kiosk simplifies Business Operations & enhances Customer Satisfaction

Rising costs, labor management, and operational complexities are among the top challenges for independent restaurants. To thrive, they must rely on technology to enhance the overall customer experience.



1 Reduce Labor Costs
Automate manual front-of-the-house service jobs while reducing complexities around labor shortage and employee transitions

Optimize staffing resources, projected savings of **\$36k+** a year

2 Improve Customer Experience & Retention
Less wait times and reduced ordering errors resulting in repeat customers, and higher average ticket sizes

Customers buy **10-30%** more at Kiosks compared than with restaurant employees

3 Consistent e2e Order Management
From device setup to tracking orders, manage your business, Menus; Online ordering; Mobile App; Reporting, Inventory Management; Customer engagements; Financial Management and Payment Processing on one integrated platform

One-stop-shop for all your restaurant needs



Features



Kiosk Display

- Plug-n-Play set-up
- 24" FHD Touchscreen with Chemically Strengthened Anti-Fingerprint Touch Glass
- Multiple mounting options
 - Wall, Floor-stand and Countertop (default)
- Network Connectivity - Ethernet LAN, Wifi and LTE
- Built-in receipt printer (easy access for refill)
- Support weighing scale and scanner via USB ports (*In future*)
- Digital Signage & Display tickers (*In future*)



Built-in Printer Access

Final Image to come

Payment Terminal

- Hardware complete and certified – similar to config as Duo 2
- Payments - MSR, ICC, NFC, Gift Cards
- Tipping & Multiple receipt options
- Offline payments
- Audio I/O - Speaker and Microphone

Final Image to come



Weighted Floor stand

Additional Copilot Kiosk devices available to order:

- Kiosk Bundle with Floor Stand: \$2,650
- Kiosk Bundle with Wall Mount: \$2,200
- Kiosk Floor Stand (standalone): \$525
- Kiosk Wall Mount (standalone): \$45

Weighted Floor stand

- with height adjustments (Wheelchair-friendly).
- Supports bolt-to-floor install.



Clover Kiosk - Launch features set

Launch features will enable “make-to-order” QSR use cases where orders entered on the Kiosk will route to the back of house using order printers and Kitchen Display Systems (KDS). Launch features enable plug & play set-up, make to order fulfillment, and intuitive ordering

Capability	Functionality below will be available at launch
Guided Set-up	<ul style="list-style-type: none">• Guided set-up and admin mode for merchants ensure optimal set-up for customers
Optimized UX for High Order Throughput	<ul style="list-style-type: none">• Item Images• Search• Modifiers• Special instructions
Flexible Fulfillment	<ul style="list-style-type: none">• KDS + Order Printers• Select different Order Types (Dine-in, Take-out)• Name on order receipt and KDS ticket• Order Number• Custom fulfillment instructions to notify customers where to go
Payment & Reporting	<ul style="list-style-type: none">• Credit card only• Offline• Reporting
Value-add	<ul style="list-style-type: none">• Custom landing page• Screensaver to showcase menu





Clover Kiosk - Launch features set

Roadmap focuses on unlocking additional opportunities to engage customers, increase order value, and support additional markets.

Capability	Functionality
New Markets and Use Cases	<ul style="list-style-type: none">• QSR & Retail - Barcode scanners software integration and hardware support• Services - appointment check-in
Flexible Fulfillment	<ul style="list-style-type: none">• SMS Order Notifications
New Form Factors	<ul style="list-style-type: none">• Kiosk software on Station devices
New Geographies	<ul style="list-style-type: none">• Canada
Integrated Restaurant Platform & Customer Engagement	<ul style="list-style-type: none">• Promo codes• Loyalty• Rewards• Easy reordering• Gift card support
Branding and advertising	<ul style="list-style-type: none">• Customized screensavers for promotions and advertisements• Themed Kiosk user interfaces



Who are we focusing on?

Segment	GPV	Examples	 clover	 toast
Counter Service	<\$350K	Coffee Shop, Food Truck	High	Low
Counter Service	>\$350K	Fast Casual (Pizza, Bakery)	Medium	Medium
Table Service	>\$500K	Family Restaurant, Sports Bar	Medium	High
Fine Dining	>\$500K	Upscale Dining, Multi-Course	Low	High
Hospitality Restaurants	>\$1M	Hotels, Room Service, Pool Side	NA	Low
National / Regional	>\$5M	Franchises, Chains	Low	Medium
Food Service	>\$5M	Corporate, Higher Education	Medium	N/A
Sporting Venues	>\$5M	Stadiums	High	N/A



Clover Comparison




Clover Offering		Toast	Square
Ergonomic Design driving Speed & Efficiency	<ul style="list-style-type: none"> Enterprise grade Large-format Kiosk for all-day operation <ul style="list-style-type: none"> Suitable for Branding, Promos, Loyalty, User engagement, etc. 24" Display (Portrait), built-in printer Plug-n-Play (Ships Pre-installed*) Payment terminal w/ 8" display <ul style="list-style-type: none"> For rich experience & intuitive operation Payments : Contactless, Chip, Magstripe & PIN Debit 	<ul style="list-style-type: none"> Off-the-shelf touchscreen Cobbled together solution w/ discrete components (Display, Card Reader, ext printer), Requires installation No Debit PIN support 	<ul style="list-style-type: none"> iPad-based solution Not ideal for complex self-service scenarios Runs with 3P Kiosk Apps
Mounting (Optional Accessory)	<ul style="list-style-type: none"> Weighted Floor stand with height adjustments (wheelchair friendly) Wall-mount & Countertop (default) 	<ul style="list-style-type: none"> Off-the-shelf Mounting Options 	<ul style="list-style-type: none"> Limited to Countertop & Wall

*Mounting on Wall & Floor Stand will require installation



Clover Kiosk vs Others

- All-in-one Plug-n-play Hardware - incl Display, payment terminal, printer, no setup required
- User friendly design (24" Display w/ Portrait orientation) - change paper rolls, take all types of payments
- Multiple mounting options

	Clover 	Toast 	Square - Restaurants Plus 
Hardware	<p>Two-screen Large format Kiosk Solution (24"), w/ 8" Payment Display (Mini 3) Portrait orientation</p> <p>No setup required, ships in the box Built-in receipt printer</p> <p>Connectivity - LTE, LAN, WiFi</p>	<p>Single screen Solution, Display sizes 10"/15"/21.5" Requires Set-up: Touch-screen, card reader, external printer</p>	<p>10.2-10.5" iPad</p>
Payments	<p>Contactless, Chip, Magstripe, Debit PIN</p>	<p>Contactless, Chip, Magstripe,</p>	<p>Comes with Contactless, Chip Magstripe (separate accessory)</p>
Mounting	<p>Wall, Countertop and Floor</p>	<p>Wall, Countertop and Floor</p>	<p>Wall and Countertop</p>
Accessories Scanner, Weighing Scale	<p>Future enhancements</p>	<p>Supported</p>	<p>Supported</p>



Kiosk - Guided Setup

Step-by-step Set-up Process

Clover Kiosk has a Guided Setup which walks merchants through each step of the set-up from Checking for Images to Tipping and Printer Setup, to ensure that their Kiosk is set-up for the best customer experience.

- **Must-have Checklist:** Merchants will focus on the important settings for self-service ordering and fulfillment
- **Merchant Familiarity Score:** We'll see if merchants are familiar with creating online items and uploading images
- **Targeted Hand-holding:** Based on their readiness, steps & help articles are sent via email

Let's set up your Clover Kiosk

Continue customizing your Kiosk

We sent you an email to emailonfile@gmail.com that will take you to the Clover dashboard to continue customizing and making the most of your kiosk.

- Add images and customer-friendly names to your items
- Upload a welcome screen image

Set up your Clover Kiosk

You can always change these settings in the Setup app.
Required *

Customize your Kiosk

Device name*

Orders

Order numbers across your system
Order numbers are turned on automatically for you because all Kiosk devices require order numbers.

Roll over order number* [Impacts all devices](#)
100
Set a roll over order number that will apply across your Clover devices. Order numbers will restart at 0 once the maximum number you've set is reached.

Order prefix title on Kiosk*
A unique, single-character prefix you assign to each device to identify where order numbers (which may be duplicated) originate. Tip: We recommend using K for Kiosk.

Kiosk order routing
Configure which printer your Kiosk orders are sent to. If you have a Clover KDS, configure ticket routing in your KDS settings.

[Open Printers app](#)

Customer information

Collect customer name
Collect a customer name associated with each order.

Order instructions

Order instructions
This message will show up on the thank you screen. If you are collecting customer phone numbers, it will also appear on the text message once the order is ready.

Thank you!
Your order will be ready shortly.
Place in order number
25

Complete your Kiosk setup

To make the most out of your Clover Kiosk, a few things need to be configured on your Web Dashboard first. Below are some articles to help get you started.

Click the link below to go directly to your dashboard for quick setup.

[Clover dashboard](#)

First, add some items to your online inventory.

You have the option of adding items in bulk, or individually. Give your items customer-friendly names as they will be appearing on your Kiosk. Finally, it is very important that you set up online ordering as the items you wish to display on your Kiosk will be pulled from this menu.

Check out the articles below for setup guidance.

- [Learn to add items in bulk](#)
- [Learn to add items individually](#)
- [Add product images to items](#)
- [Set up your online ordering menu](#)

Consider adding labels to your items.

Printer labels are used to route orders from your Kiosk to your order printers or Kitchen Display. They are necessary for ensuring food courses and online orders are sent to the correct location.

- [Create printer labels](#)
- [Assign printer labels to menu items](#)

Add a welcome screen image.

The welcome screen is the first screen your customers will see when they approach your Kiosk.

1. Log in to your dashboard.
2. Select the gear icon.
3. Select **View all settings**.
4. Select **Kiosk settings**.
5. Upload welcome screen image and click **Save**.

[Add a welcome screen image](#)

[Start using Kiosk](#)



