



Restaurant franchise saves 100s of worker hours, achieves 100% e-pay with rapid! PayCard

Case Study: Restaurant Industry

rapid! PayCard is the exclusive paycard partner of the NFA.

National Franchise Association, Inc.

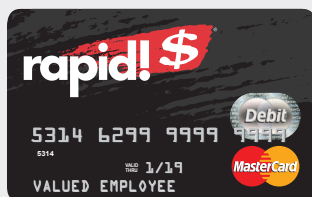
NFA

An Association of BURGER KING® Franchisees

“rapid! PayCard has been a win-win for us and our employees. Employees get convenient, reliable access to their pay, while we eliminate payday headaches and hassles. It’s an ideal solution for the realities of the quick-service restaurant franchise.”

Cindy Vaughn
Co-Owner
Nearly Famous, Inc.

Simple. Smart. Secure.



Overview

With the majority of its employees unbanked, Nearly Famous Inc. needed a payment method as reliable as paper checks, but more efficient to distribute. The solution needed to reduce payday hassle without increasing costs.

Nearly Famous, Inc. is a BURGER KING® restaurant franchise located in the southeast U.S. They have been in business for nearly 20 years. The franchise mainly employs young employees who are part-time workers in their 20s.

The Problem

Most of Nearly Famous’ employees do not have bank accounts – a not-uncommon occurrence in the quick-service restaurant industry, where as much as 75-90% of employees remain unbanked. Many of their employees were not interested in ever getting a traditional bank account. Some employees who had bank accounts were even eliminating their accounts due to high fees. Paper checks were the only payment method that worked for everyone.

However paper checks were inconvenient and time-consuming to distribute. Each pay period, a Nearly Famous manager had to reallocate several hours from his or her usual duties and, instead, drive to each of the franchise’s locations to manually distribute payroll checks. Not only did this hamper productivity company-wide, but it also distracted employees from providing a positive experience to customers. Employees would arrive at the restaurant locations to collect their pay, distracting the location manager and creating bottlenecks in the service area.

The Goal

Co-owners Brian and Cindy Vaughn needed an e-pay solution that was reliable, inexpensive, and above all easy to use. The solution needed to reduce payday inefficiencies while ensuring non-banked employees would be paid without interruption. They also realized that many of their employees would never have a traditional banking relationship, meaning direct deposit would not be an option.

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rapid! PayCard **offers:**

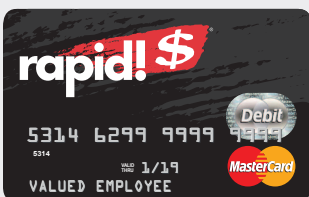
Convenience - No more handing out paper checks each pay period

Flexibility - Employees can access funds anywhere, anytime

Efficiency - Smoother payday returns focus to serving customers

Productivity - Customer experience is improved, less time spent on payroll distribution

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For Cindy Vaughn, this meant:

- Giving non-banked employees a convenient pay option with no added cost
- Eliminating the inconvenience of manual pay distribution
- Removing a payday productivity slump
- No more lost or stolen paper checks
- Improving customer experience on paydays

E-Pay Made Painless

In investigating rapid! Paycard, Vaughn was immediately struck by how convenient and easy paycards could be for both management and employees. Employees received their pay electronically and automatically, meaning managers no longer needed to drive across town to distribute checks.

“Our unbanked employees were apprehensive at first,” says Vaughn. “But rapid! PayCard was so simple and easy to use that it made converts out of even our wariest employees.”

In fact, rapid! PayCard even provided an additional, unforeseen benefit to unbanked employees: financial freedom. No longer would they need to shell out check-cashing fees or purchase money orders to pay their bills. “rapid! PayCard gives our unbanked employees flexibility they’ve never had before,” says Vaughn. “They can shop online now, or e-pay their bills. They’re part of the financial mainstream.”

Solution At Work

Within three months of implementing rapid! PayCard, Nearly Famous had moved all new and existing employees to e-pay, completely eliminating paper checks at all locations.

For Vaughn, the benefits of partnering with rapid! PayCard have been clear:

- Achieved 100% e-pay enrollment
- Cut out more than 3,000 paper checks annually
- Eliminated payday confusion and inconvenience
- Saved hundreds of management hours each year
- Improved overall payroll efficiency
- Provided unbanked employees a significant financial benefit

“rapid! PayCard has been a win-win for us and our employees,” says Vaughn. “They get convenient, reliable access to their pay, while we eliminate payday headaches and hassles. It’s an ideal solution for the realities of the quick-service restaurant franchise.”

For businesses with unbanked employees, e-pay solutions can improve convenience without sacrificing reliability. rapid! PayCard takes care of the hard work for you, so you can take the paper out of payday.