

strategic Pizza



Topper's wireless debit transactions continue to nearly double month after month, most substantially among post-secondary students.



Keith Toppazzini,
President,
Topper's Pizza

"We have to keep looking ahead. We have a responsibility to serve all our customers better."



Todd Frenette, VP
Sales, North America,
BNA Smart Payment
Systems Ltd.

"The Rogers GPRS wireless network offers sales opportunities not previously available."



Mansell Nelson,
VP Business
Development,
Rogers Business
Solutions

"Point-of-Sale purchasing used to be for large retailers only. Wireless is the great equalizer."

NEXT-GENERATION TECHNOLOGY PROVIDES RECIPE FOR SUCCESS

Dealing with customers promptly and accurately is important for continued success in just about any small to medium business. But when you count on customer satisfaction with every handmade, personally delivered order, it's the essential ingredient.

Topper's Pizza evolved from a family bakery established in 1904 in Copper Cliff, Ont., with its Old World recipe for home-baked bread. Now a leading franchise operation with 36 stores across Ontario, Topper's still measures its progress one order at a time.

Beyond the essentials, such as preparing great specialty pizza on a unique crust, one of Topper's main strategic priorities is growing each franchise through customer-focused service. "We built this business on tradition, and that translates into a lot of what we do," says Topper's president Keith Toppazzini. "But families are changing, and it's also our responsibility to adapt to their needs."

With the vast majority of business coming from delivery orders, Topper's could see wireless debit transactions playing a big role in their future. Enter Rogers Business Solutions and their strategic

partner, BNA Smart Payment Systems. Together, they demonstrated how PIN authorization debit payment was the secure, reliable and cost-effective wireless solution for creating and keeping new customers.

For Topper's, it proved to be as easy as a card swipe at the front door. According to Toppazzini,

young adults prefer debit purchasing because it's more secure. "Their generation is the first to grow up with cash-free commerce, but they are reluctant to make everyday purchases on a credit card," he says. "And they want to pay as they go - the same as many university students financed by their parents, who track

purchases as they occur, rather than let credit cards get out of hand."

Toppazzini does not treat young customers lightly. He sees them as long-term clientele, who will start families and steer decisions. "The company they choose must provide service solutions that meet their needs," he states. "I want to narrow their choice to Topper's. It's that simple."

Learn more how Rogers and BNA Smart Payment Systems can help your business. Please visit www.bnasmartpayment.com/rogers

"Cash transactions can be awkward. To young people, carrying money doesn't make sense."

-Keith Toppazzini, President, Topper's Pizza