



2TouchPOS University (2TU)

Menu Psychology & Menu Engineering

When's the last time you evaluated your menu from your customers' perspective?

Implementing menu psychology or menu engineering tactics will maximize profitability by subconsciously encouraging your customers to buy what you want them to buy and discouraging the purchase of items you don't want them to buy.

Do you know which of your menu items are Stars? Plow Horses? Puzzles? Dogs? Do you even know what the terminology means? We have created a series of videos that break this vast topic down into smaller learning sessions. I strongly recommend taking the time to check them out!

[Click here](#) to learn more about menu engineering.

2TouchPOS Customer Portal Registration

Many of you are still not registered for the Customer Portal on our website. You're missing out!

Registering gives you access to:

- Your account activity - View any open quotes, orders and/or cases
- User and quick reference guides - Download available guides as PDF's
- 2TouchPOS Release Notes - Check out the enhancements and/or fixes available in our newer versions
- 2TouchPOS Tech News Articles - Get tips and tricks from the VP of Client Fulfillment to maximize your system
- Sales promotions - Check out the latest promotions and/or contests
- & More - Content and features updated regularly!

[Go here](#) and click on the "Register" link at the top, right-hand of the page.

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Go ahead and brag, we'll even pay you for it!

We've just launched a **referral program**. It's easy! Contact me for a referral form. Complete and return it. Choose your thank you bonus: **A \$50 check or a \$100 credit on your account.**

Want to Win Free Support?

In February's newsletter, I announced a special video contest. Well, the clock is ticking...

All you need to do is create a captive and exciting video explaining one or all of the following:

- *Why you chose 2TouchPOS*
- *Your positive experience with 2TouchPOS*
- *Why you love 2TouchPOS*

For full contest details, please [click here](#).

Employee Messages



Did you know you can use 2TouchPOS to send your employees messages upon clock-in?

It's a simple and easy way to share information with your staff. Take a few moments to watch [this video](#) and see if using Employee Messages in 2TouchPOS is right for you.

New Members in Our Family

We would like to welcome the following customers to the 2TouchPOS Family:

- Sully's Brickyard Pub—Rochester, NY
- Grim's Roadhouse—Imperial, PA
- Uncle Chubby's—Central Square, NY
- The Rudder at Anchor High Marina—Hendersonville, TN
- Smokey's Pit Stop #3—El Paso, TX
- Aura Lounge—Rochester, NY
- The Beer Bank—Darien, WI
- Train Station Bar—Elyria, OH
- Local Edition Bar—San Francisco, CA
- Victorie—Rochester, NY
- Prepps—Rochester, NY
- James Brown's Place Rochester, NY
- Harry G's New York Deli & Café—Rochester, NY

I Need Your Feedback...

I need to know:

- What topics do you want to see in future newsletters?
- What training videos would you like to see added to our YouTube library?

Questions or comments? Email me at ahedges@xeniosllc.com or call (866)227-8682.