



Not Your Average Joe's Creates a New Mobile Guest Experience Based on MyCheck Technology

NYAJs App Offers Unique Guest Experience – Reservations, Check Splitting and Payment, Reorder, Gift Cards, In-App Offers, Surveys and More

MILTON, MA, USA, March 15, 2016 /EINPresswire.com/ -- [Not Your Average Joe's](#) (NYAJ), a fast-growing east coast casual dining restaurant chain featuring chef-prepared, made-from-scratch food with local ingredients, and exceptional hospitality, has partnered with [MyCheck](#), a leading mobile payment technology platform, to develop its first branded mobile payment app to further elevate customer convenience and engagement.



MyCheck and Not Your Average Joe's announce new restaurant mobile app.

"Not Your Average Joe's has created a [special dining experience](#) – casual, but with a creative, upscale flair highlighted by freshly prepared dishes including local seafood, outstanding service and moderate prices," said Steve Silverstein, CEO of NYAJ. "As we continue to grow the NYAJ footprint, we want to give our customers an even better experience while keeping them engaged with our brand. The MyCheck mobile payment platform enables customers to download our app to their phone, view a live bill, reorder items on the check, split checks among diners, tip their server, pay, and receive rewards for their patronage -- all seamlessly integrated into our point of sale system. Guests can also order "Joe-to-go" from the app, make reservations and more. In totality, this new app represents the way forward in terms of guest interaction in the hospitality industry and we are proud to be at the forefront of this and partnering with MyCheck."

The app incorporates MyCheck's PCI DSS Level 1-compliant mobile payment technology and integrates with Not Your Average Joe's point of sale system, for a seamless integration and enhanced operations. Users can link multiple payment methods to their NYAJs account, including credit cards, debit cards, gift cards, Apple Pay and PayPal. The Not Your Average Joe app is available for free download at the Apple App Store and Google Play.

"We are very pleased to be working with a progressive, guest obsessed brand such as Not Your Average Joe's. Wrapping the multiple MyCheck capabilities into an app gives the guest a one-stop-shop touchpoint into the brand and turns that interaction into a unique advantage in creating new and more effective customer-facing initiatives," said Tal Zvi Nathanel, U.S. CEO of MyCheck.

About MyCheck

MyCheck is a mobile payment technology platform designed for the hospitality industry.

PR courtesy of Online PR Media.

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This press release can be viewed online at: <http://www.einpresswire.com>

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