

The Cheesecake Factory Selects MyCheck For Its New Mobile App Solution

CakePay™, Powered by MyCheck, Allows Guests to View, Split and Pay Their Check Straight From Their Smartphone, Providing a Unique Experience in the Restaurant

NEW YORK, NEW YORK, USA, March 23, 2016 /EINPresswire.com/ -- The Cheesecake Factory®, known for its extensive menu, generous portions and legendary desserts, has selected [MyCheck](#) as the mobile payment platform provider for its new mobile payment app called CakePay. The app will begin rolling out nationwide this April.



MyCheck Powers new Cheesecake Factory mobile payment app, CakePay.

"The hospitality industry is undergoing massive technological change and is looking towards mobile as a new way to engage their guests. However, doing so in a way that preserves brand equity and ensures operational integrity in a full-service restaurant environment is not so simple," said Tal Zvi Nathanel, US CEO of MyCheck. "From day one, it has been our mission, through a variety of third-party integrations and a keen focus on the user experience, to ensure that [mobile payment is seamless](#) and easy for all the stakeholders involved. We are honored that The Cheesecake Factory has chosen us as their solution provider for this forward-looking initiative."

"We have been working closely with MyCheck over the last year to ensure that our guests' mobile payment experience is an extension of the overall Cheesecake Factory experience, and we are very pleased with the results," said David Gordon, President of The Cheesecake Factory Incorporated. "CakePay has been available in a few of our restaurant locations since last year and has been well-received by our guests and staff alike. We are very pleased to offer our guests the convenience of being able to pay from their smartphones."

From the guest perspective, CakePay works as follows:

1. The guest checks-in to a location.
2. A four digit code is generated and is given to the server at the time the order is taken. The server enters the order into the Point of Sale system along with the four-digit code.
3. The guests can view their running check on their smartphone.
4. When the guest is ready to leave, they can select whether to split the bill with another guest, either by paying for a specific item or splitting it evenly, and then checkout without waiting for the printed check or the credit card slip. A survey option is provided at the end and the guest receives an electronic receipt.

The CakePay app incorporates MyCheck's PCI DSS Level 1-compliant mobile payment technology and integrates with The Cheesecake Factory's Positouch point of sale system and credit card processor. Users can link multiple payment methods to their CakePay account, including credit cards, debit cards, Apple Pay and PayPal. The CakePay app is available for free download at the [Apple App Store](#) and Google Play.

About MyCheck

MyCheck creates custom apps for global hospitality groups and restaurant chains to extend their brand into the mobile world. Please visit mycheck.io.

Press release courtesy of Online PR Media.

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