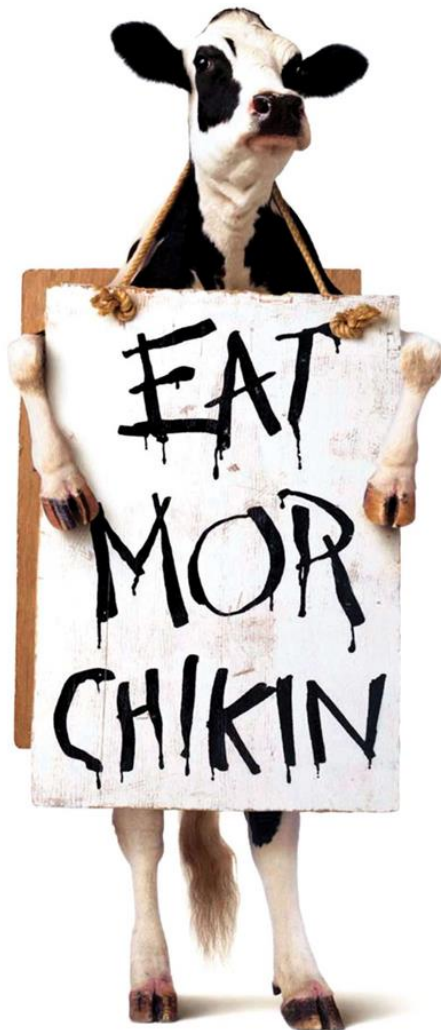




Welcome to the Virtual Catering Assistant!



Welcome



Dear Operator,

Welcome to Inktel's Virtual Catering Assistant (VCA)! We're thrilled to handle your important catering calls.

In the following packet, you will find:

- Details about Inktel
- Essential Contact Information
- Answers to FAQs
- Business Rules and Processes
- Billing and Invoice FAQs
- Copy of W9

We look forward to this partnership with you!

Inktel's Virtual Catering Assistant Team,

Chick-fil-Asupervisors@inktel.com



Who is Inktel?



Inktel leverages over 25 years of experience delivering world-class customer service for brands across retail, consumer goods, ecommerce, education, and restaurants.

As of 2025, we are handling catering calls for more than 800 Chick-fil-A Restaurants.



- ✓ We are skilled in using the Chick-fil-A Management Tool (CMT).
- ✓ Chick-fil-A Team Members can better care for guests in the restaurant by not having to take catering orders over the phone.



- ✓ Our Virtual Catering Assistants (VCAs) are dedicated to focusing on the catering needs of your guests. They can spend additional time with the guest and understand their needs when personalizing the order, which in turn, may increase your catering check average.



- ✓ 94% of Operators using the VCA would recommend Inktel to other Operators.
- ✓ 87% of Operators using the VCA find the most value in the VCA handling guest inquiries and freeing up time for personalized guest interactions in restaurant.

This data comes from the 2024 VCA operator feedback survey.

Here are some things that are being said about our services:

“ **It’s a great service and has saved us man hours and increased catering through capturing potential lost calls.** – *Mark Nicholson (The Ridge)*

“ **The cost of the services is low compared to what it would have cost me to hire someone to answer our phones.** – *Jesse Chaluh (59 & Kirby FSU)*

“ **The volume of calls to our restaurant has been reduced drastically and it’s been great for us.** – *Rolando Justiniano (Ft. Lauderdale)*

“ **It has definitely prevented missed catering calls which otherwise would result in missed sales opportunities.** – *Cliff Green (Martin Luther King DTO)*

How the VCA Works

1. Complete the Onboarding Form Details

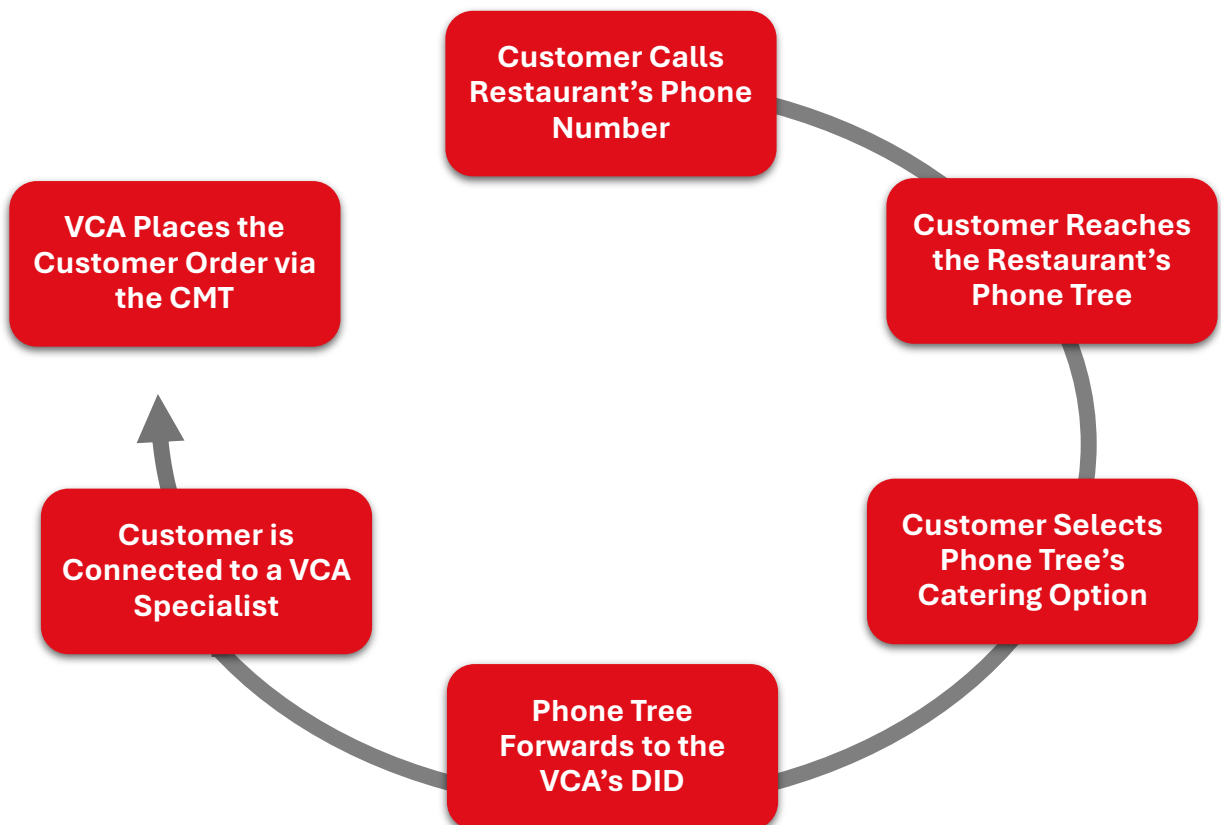
2. Wait 5-7 Business Days

You will receive an email from **Chick-fil-ASupervisors@inktel.com** at the address you provided in your onboarding form for invoice delivery. This email will contain a unique Direct Inward Dialing (**DID**) phone number for your restaurant.

3. Work with your Telco Provider (Grasshopper, RingCentral, Verizon, Cipe Solutions, etc.) to forward your Phone Tree's Catering Option to the DID phone number.

Once your Phone Tree is forwarding to the DID, we are ready to take calls for your restaurant.

4. You are all set!



1

1st Contact Option = VCA Leadership Team

Email : Chick-fil-ASupervisors@inktel.com

Voicemail : 786-482-4208

Contact for: General Questions, Operational Questions, Order Errors, Billing Questions, Discontinue Service, Update Contact Information, Transfer Service

2

Contact Option = Operations Supervisor

Lashawn Lattery – lashawn.lattery@inktel.com

Contact for: Operational Questions, Order Errors, Temporary Closures

3

Contact Option = Account Executive

Emily Lammers – emily.lammers@inktel.com

Contact for: Onboarding Questions, Invoicing/Billing Questions, Transfer Service

What are the hours of operation?

- 6:00AM – 11:00PM EST; Monday – Friday
- 8:00AM – 6:00PM EST; Saturday

What if my restaurant temporarily closes?

- Update your catering settings via the DOP Settings in ControlPoint.
- If closed for an extended period of time, update your Phone Tree settings to route away from the VCA and begin forwarding again once you're ready to re-open.

When do I start routing calls after completing the Onboarding Form?

- After submitting the onboarding form, the VCA Team will assign you a unique phone number within 5-7 business days. This number will be dedicated to receiving your Catering calls. Once you have this number, you can start directing your catering calls to it.
- If you need assistance with setting up and forwarding via your Phone Tree, please work directly with your Telco provider (RingCentral, Grasshopper, Ooma, Verizon, etc.).

What if I want to cancel VCA service?

- You can cancel at anytime for any reason with no penalty. Follow these steps:
 1. Email Chick-fil-ASupervisors@inktel.com and let us know you are cancelling and why. We will deactivate your account.
 2. Stop forwarding your Phone Tree's Catering Option to the VCA Phone Number.

Who do I contact if I have an order error?

- Send an email to Chick-fil-ASupervisors@inktel.com that includes:
 1. Customer Name
 2. Customer Phone Number Used to Place the Order
 3. Order Error Details and Order ID (if available)

General

- To scale this service chain-wide, the VCA is unable to accommodate special agreements that you have established with unique catering guests and will adhere to the guidelines outlined below for all orders.
- For these "VIP" catering guests, we recommend you consider providing another point of contact to maintain that special relationship.
- To ensure our VCA Team Members are placing orders accurately for each restaurant, our team members will be taking ControlPoint/DOP settings in the Catering Management Tool (CMT) into consideration when submitting orders.

Contacting Your Restaurant

- VCAs will occasionally need to contact your restaurant (customers wishing to place an order outside of lead times listed in the CMT, clients with missing order items, customers with general questions or store inquiries, etc.). Our process is to first call the restaurant's public facing phone number and send communication to the restaurant email. If we do not reach someone there, we will then contact the Catering Lead via phone and email as well.

Order Process

- We don't proactively mention that we're a centralized catering line, we do clarify it if a customer asks whether we're at the restaurant.
- Every VCA advisor will confirm the order details at the end of every call.
- These details include:
 - Restaurant Name & Address for Pickup (delivery address if applicable)
 - Items in the Order
 - Order Total

Delivery

- The VCA will reference your delivery lead time that is specified in your Digital Operations Portal (DOP). This lead time is reflected in the Catering Management Tool (CMT).
- The VCA will adhere to the delivery order minimum and radius limits within your DOP Settings.

Pickup

- The VCA will submit pickup orders with a lead time of 1 hour or more. If the order is less than 1 hour out, but less than \$100 and does NOT include prep items (i.e. nuggets, minis, etc.) the VCA will submit the order as pay later at guest request.

Example:

- *Medium Nugget Tray in 37 minutes = order submitted with no call to restaurant.*
- *Small Nugget Tray + Small Fruit Tray in 37 minutes = call to the restaurant for approval.*
- The VCA will always call your restaurant for approval if the order is less than 30 minutes out.

Promotions and Discounting Orders

- If a guest requests a discount on an order, the catering specialist will submit the order with a note “Guest requested discount.”
- We always let the guest know that a discount is not guaranteed and would need to be applied at the restaurant upon pickup.
- If your restaurant is running a promotion, we will add a note in the special instructions if the guest mentions the promo.

Pay Later

- The VCA specialists will never proactively offer Pay Later as an option, but will instead inform the guest of the payment link process.
- If a guest specifically requests to pay upon pickup and the order is under \$100 the VCA will submit the order. If the order is over \$100, the VCA will call your restaurant to confirm the pay upon pickup request before submitting the order as Pay Later.
- Delivery orders can not be placed as Pay Later.

Tax-Exempt Orders

- If a guest mentions they are tax-exempt, the catering specialists will do the following:
 - Include notes in the Special Instructions field that this is a tax-exempt order.
 - Advise the guest to email their tax exemption form to your restaurant's email address we have on file.
 - Remind them to bring their tax-exempt form during time of pick-up.
 - Inform them that their total via the payment link will include tax, but that upon approval at the restaurant, tax will be removed.

TMS Bag Requests

- The VCAs will notate the guest's request for warming bags in the special instructions of the order and advise the guests that the bags are provided based on the restaurant's availability.

Lead Times

- VCAs are aware of the lead times for Reheatable Nugget Trays, Chilled Grilled and Mac and Cheese and will communicate to guests accordingly.

How is my VCA monthly cost calculated?

Invoices are based on two factors:

- **Hours worked by the VCAs**
- +
- **Telecom minutes**

The total is then percent allocated to each individual Operator based on the portion of the total phone minutes that were spent with their guests + the % of total hours worked by VCAs.

It might seem counterintuitive, but it's possible for an invoice to be higher even if fewer minutes were used in a month due to the hours worked by VCAs.

Here's an example to illustrate this:

Let's say the "fixed cost" (in this case, the VCA hours which were almost identical month over month for January to February) for the service is **\$1000** per month, and in January, Chick-fil-A operators used a total of **2000 minutes**, resulting in a rate of **\$0.50** per minute ($\$1000 / 2000$ minutes).

If in February, they used only **1000 minutes**, the rate would double to **\$1.00** per minute ($\$1000 / 1000$ minutes) to cover the fixed cost (VCA Hours). So, if an operator used **100 minutes** in January, they would be billed **\$50**, but if they used the same **100 minutes** in February, the bill would be **\$100**.

In summary, if VCA hours are similar month over month, then a decrease in total minutes used across all operators could result in a higher per-minute cost, and thus a higher invoice for the same or even fewer minutes used by an individual operator.

What is the average bill for operators using VCA services?

In March 2025, the highest invoice was \$1,150.00 for 250 calls and 983 call minutes, while the lowest was \$15.00 for 10 calls and 14 call minutes. The average invoice across all 800 operators was \$227.80 for 194.38 minutes.

What is the average per minute rate?

The average from January 2024 – March 2025 was \$1.40 per minute; with the low being \$1.08 and the high being \$1.62.

When and how will I receive my monthly invoice?

Once enrolled, Inktel will email you monthly invoices as PDF attachments. These will come by the 8th business day of the month from:

- no-reply@versapay.com as that is the program we utilize.
- Please make sure it is whitelisted in your system. From there, you can click on the link in the email to access our payment portal.

How can I pay my invoices?

- Via Versapay's Online Payment Portal (link sent with the PDF invoice monthly)
- Via mail-in-check sent to:
Inktel Contact Center Solutions
8200 NW 33rd St.
Suite 100
Doral, FL 33122

Are there any other costs I should be aware of?

No; you are not charged any onboarding or deactivation fees if you discontinue service. You are only charged for the hours worked by VCAs and the minutes they spend on the phone with your guests.

Form W-9 (Rev. March 2024) Department of the Treasury Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Go to www.irs.gov/FormW9 for instructions and the latest information.

Give form to the requester. Do not send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see Purpose of Form, below.

Form fields including: 1 Name of entity/individual, 2 Business name, 3a Tax classification, 4 Exemptions, 5 Address, 6 City, state, and ZIP code, 7 List account number(s).

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding.

Social security number and Employer identification number input boxes.

Note: If the account is in more than one name, see the instructions for line 1. See also What Name and Number To Give the Requester for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

- 1. The number shown on this form is my correct taxpayer identification number...
2. I am not subject to backup withholding because...
3. I am a U.S. citizen or other U.S. person...
4. The FATCA code(s) entered on this form... is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return.

Sign Here section with Signature of U.S. person and Date 3/04/2025.

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they