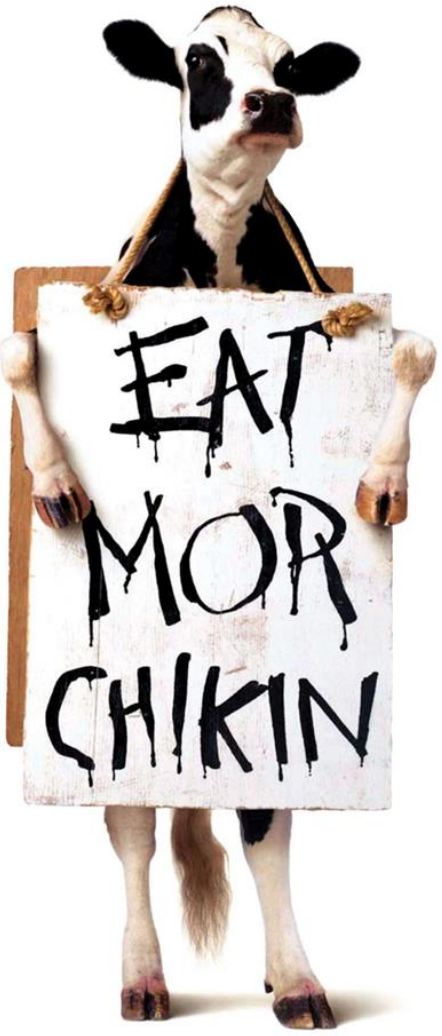
Inktel CONTACT CENTER SOLUTIONS + Chick-fil-A

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 beend 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

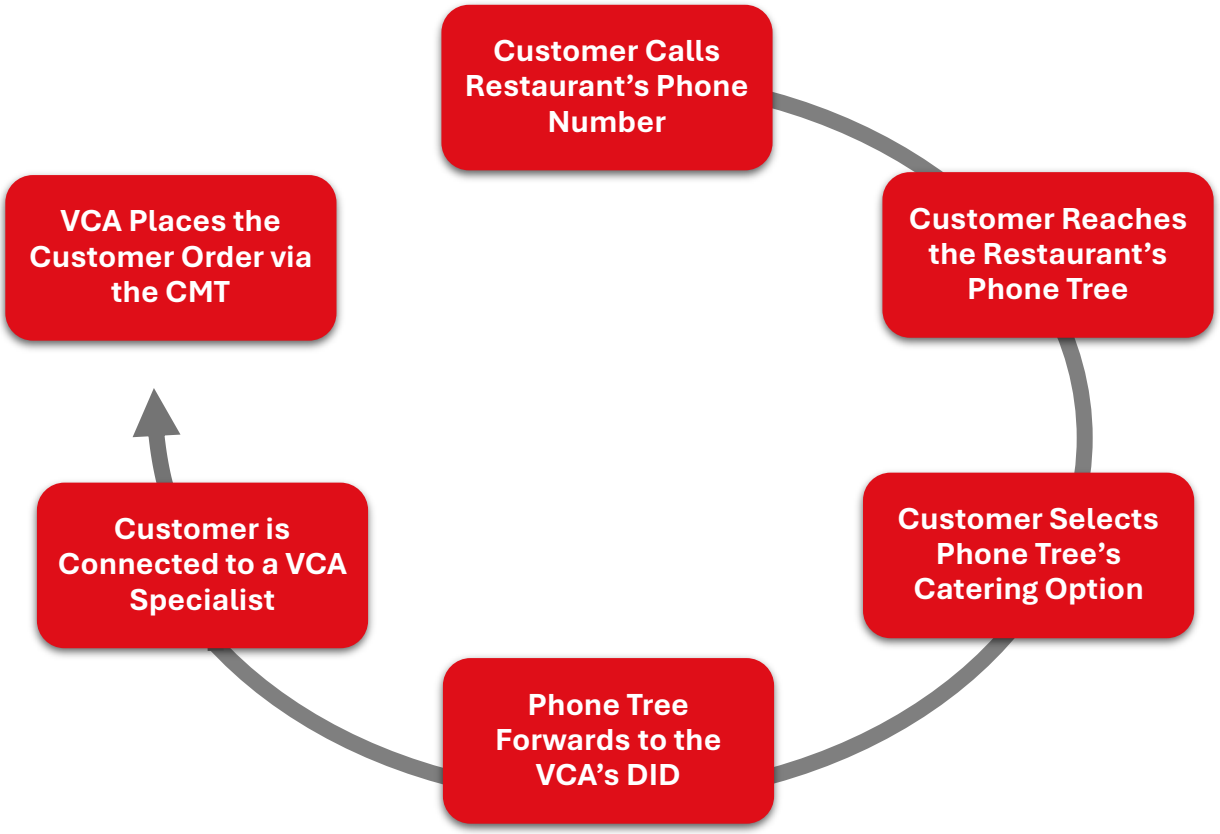
1. **Complete the Onboarding Form Details**
2. **Wait 5-7 Business Days**

   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!**



Contact Information

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

FAQs

What are the hours of operation?

- 6:00AM – 11:00PM EST; Monday – Friday
- 8:00AM – 6:00PM EST; Saturday
- Closed on Thanksgiving Day, Christmas Day, and New Year's Day

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, Cipe Solutions, 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 & Phone Number Used to Place the Order
    2. Order Error Details & Order ID (if available)

Business Rules

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

Business Rules Cont.

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 $150 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.

Business Rules Cont.

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 $150 the VCA will submit the order. If the order is over $150, 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.

Billing & Invoice FAQs

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.

Billing & Invoice FAQs Cont.

What is the average bill for operators using VCA services?

In September 2025, the highest invoice was $1,214.00 for 350 calls and 953 call minutes, while the lowest was $15.00 for 10 calls and 14 call minutes. The average invoice across all 905 operators was $296.00 for 214 minutes.

What is the average per minute rate?

The average from January 2024 – December 2025 was **$1.36 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/activation fees or cancellation 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.

Copy of W9

Inktel CONTACT CENTER SOLUTIONS + Chick-fil-A

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.

Print or type. See *Specific Instructions* on page 3.

1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)

INKTEL CONTACT CENTER SOLUTIONS, LLC

2 Business name/disregarded entity name, if different from above.

3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor ☐ C corporation ☐ S corporation ☐ Partnership ☐ Trust/estate

☑ LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) _____

Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.

☐ Other (see instructions) _____

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____

Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____

(Applies to accounts maintained outside the United States.)

3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions ☐

5 Address (number, street, and apt. or suite no.). See instructions.

8200 NW 33RD STREET, SUITE 100

Requester's name and address (optional)

6 City, state, and ZIP code

DORAL, FL 33122

7 List account number(s) here (optional)

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. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

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.

Social security number

			–			–				

or

Employer identification number

4	5	–	3	9	6	2	3	5	5

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting 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. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here **Signature of U.S. person** [signature] **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. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

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. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

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