

eBook

THE BENEFITS OF MOBILE POS

How **mPOS** makes **small-scale** retailers
future-ready today





INTRODUCTION

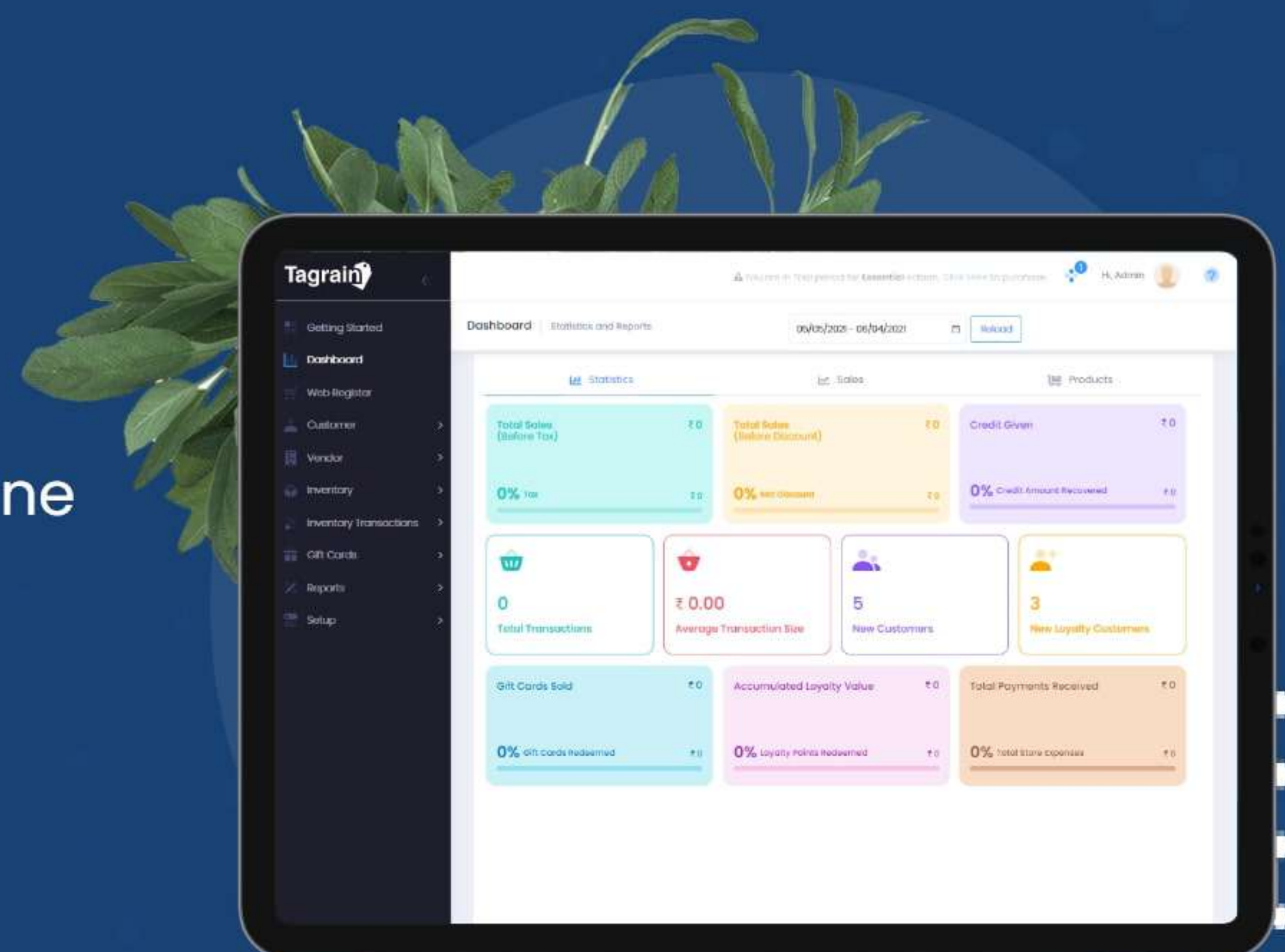
As a small-scale retailer, you're not only challenged to meet customers' demand, but you've to do so profitably while providing optimal service. Hence, you have to streamline your business across all aspects, including point-of-sale, or else you may get left behind.

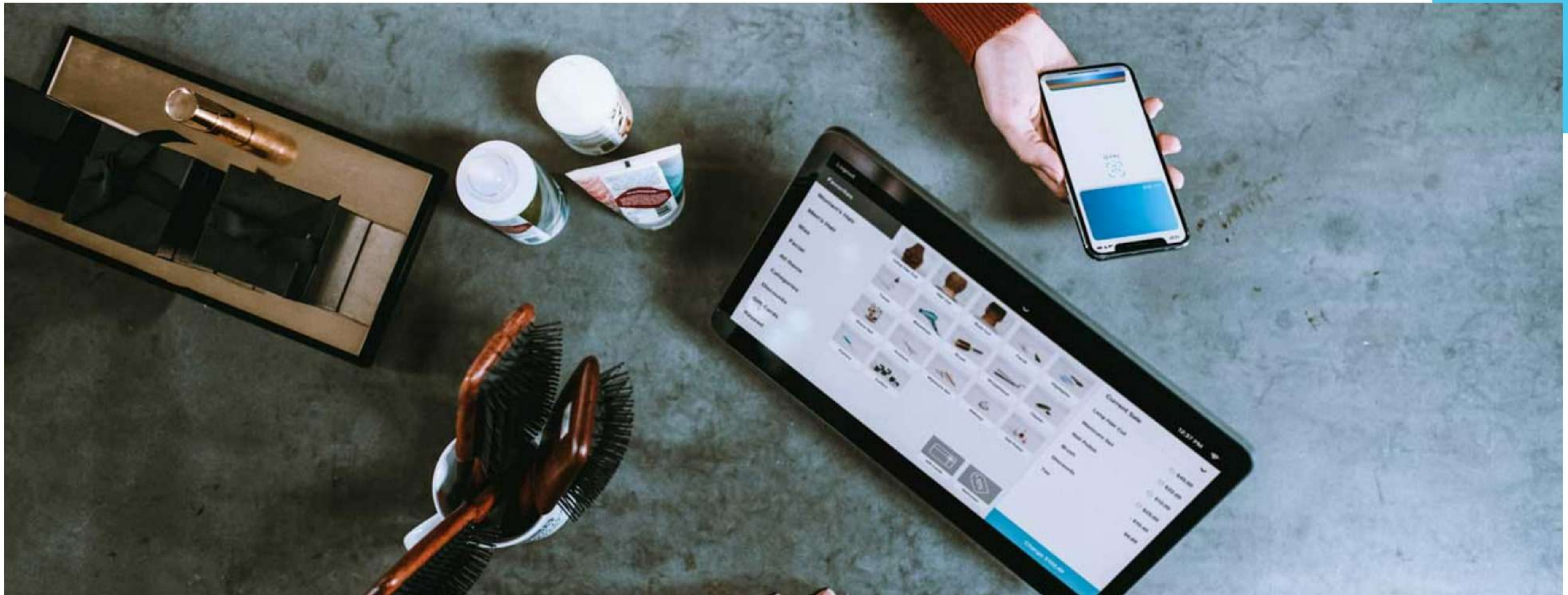
Point-of-sale or POS systems nowadays have become more capable than ever. They now serve as most enterprise's central positions where different aspects, such as sales, inventory, and back-office, get managed together. However, most POS systems are costly, highly technical and built to suit enterprise's needs.

Luckily, tablet-based POS systems or mPOS have enabled small, consumer-oriented businesses to experience the advantage provided by EPOS systems at a fraction of the cost. The flexibility and affordability of mPOS software have made them a valuable option for all types of small-scale retailers, be it boutiques, grocery stores, or novelty shops.

There's no limit to how a mobile POS can transform your retail operations. The following eBook outlines the significance of mPOS in accelerating your progress to help you become a retailer of the future today. If you haven't made the switch to a mobile POS yet, read on to learn how it can take your retail business to new heights.

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WHAT IS A MOBILE POS?

Small-scale retailers are constantly faced with the tough decision of selecting technology that satisfies customer demands without affecting their ROI. Mobile Point of Sale or mPOS is one such technology that provides SMBs and local retailers with much-needed flexibility to drive scalability.

Mobile POS is a cloud-based Point of Sale software that can also run on handheld devices, such as iPad and Android tablets. They can function as mobile cash registers and sale terminals to process sales and transactions. Equipped with wireless POS devices, you and your employees can check out customers from anywhere within the store.

These POS devices have been used to take orders and process payments for a while, but a good mPOS solution is much more than just a modern cash register. With this new type of mPOS system, you can also:

- Manage and control business expenses, including employee productivity and inventory
- Track results and performance for specific aspects of the business
- Engage customers and prospects with a more personalised service

With mPOS, retailers like you can truly focus on reforming the guest experience to be one that is personalized in real-time, thus boosting sales and satisfaction, and improving security and accuracy.

So let's get started and know more about the benefits of mobile POS.

56%

of retailers surveyed cite bringing an mPOS in-store as one of their top priorities at the start of 2020. (Source: Capterra)



Cut down on costs

Mobile point-of-sale or mPOS is less costly upfront than traditional retail POS systems for many reasons. Mobile POS software can easily be downloaded onto the mobile device quickly and only require minimal training since you're already familiar with the interface. It doesn't need a bulky till or check-out counter to rest on, so the hardware requirements are minimal and often less expensive.

You can also offer e-receipts to save on printer and paper costs as well. Plus, if you allow your customers to use their devices for ordering and purchasing, you can lower costs even further by eliminating the need to purchase devices separately. This system not only cuts costs but also helps your customers to control and improve their in-store experience.

89%

of surveyed retailers agree or strongly agree that the biggest benefit to using mPOS is its cost-effectiveness.
(Source: Capterra)

In addition, maintenance also becomes easier and less expensive with mobile POS. You can carry out automatic software updates or product updates by yourself and according to your convenience. It means that you don't have to rely on technical support for regular installations. Plus, you can easily take your hand-held POS devices out for repairs and don't need to have a designated technician charge for a visit to your location for simple fixes. This easy care of mPOS allows you to save more than with a traditional POS system.



Help your customers shop with confidence

Customers want their in-store experience to be as stress-free as possible, especially after COVID-19. Instead of being herded through multiple rows to make a purchase, they prefer in and out quickly. Hence, mobile technology is critical to serving them at their convenience.

With **mPOS**, you can offer an in-store experience similar to online shopping. You may do a click & collect retail with mPOS, in which customers select and pay for the product online and only come to pick it up at the store. This way, you can safely manage the number of customers in-store while customers control their experience by knowing they will not be waiting in lines.

Mobile technology also makes it possible for retailers to facilitate payments anytime, anywhere. It comes very handy for local businesses, such as flower or repair shops that travel from location to location during the workday. With a mobile POS system, you won't have to stop what you're doing to get paid or figure out the amount to be paid.

That's not all! Shoppers also want flexibility in payment methods. So once you add the new generation of mobile payments technology to your in-store experience, you remove the final barrier to seamless retail. It makes it easier for customers to pay quickly without payments getting lost or miscalculated.

With a **mobile POS system**, you can accept multiple payment methods such as cash, credit or debit cards, gift cards, loyalty points, store credits, and more. With so many options to collect a payment, your checkout process is going to be a breeze, meaning more money in your account.

87%

of surveyed retailers strongly agree that mobile payments provide a seamless and frictionless checkout experience and improve cash flow. (Source: Capterra)



Improve sales by decreasing the checkout line

Nobody wants to wait around in long queues. Keeping your customers waiting may cost you much more than their patience. Every year, retailers nearly lose nearly \$37 billion in potential sales due to long checkout lines. Other surveys have also shown that the average retail shopper will not wait in a checkout line for more than six minutes. Past that, they will leave the store with a high probability that they'll never come back.

So it doesn't take a business expert to figure out that long queues not only damage your store image: they may also cause a significant dip in potential revenue. Hence, a quick and convenient checkout is key to improving the overall shopping experience, which helps you win new customers and keep them loyal to your store.

That's where mPOS comes in handy! With mPOS, you can quickly set up additional checkouts during peak hours and preserve sales that could be lost due to long lines. It also removes a great source of annoyance for customers by enabling checkout everywhere in the store. With a flexible POS system, you will reduce the chances of customers leaving your store without a purchase.

24%

Retailers are witnessing up to a 24% increase in sales from mPOS solutions. (Source: IHL Group)





Gain more visibility into your inventory

Managing inventory across multiple channels can be a formidable challenge — and a costly one. Imagine a customer asks for a specific product or size L. With a traditional POS setup, you have to rely on memory or leave the customer hanging while you go to the stock room to see if the item is available or not. And you must be quick, or else the customers will change their minds and leave for good!

But when you have a mobile POS in your hands, you can check the inventory on the spot and immediately inform them of the products' availability. So, instead of leaving the customer alone to check the stock, you get the opportunity to build a rapport and even give extra product information to help the consumer complete the purchase.

You can also leverage modern mobile hardware and software solutions to facilitate operations such as endless aisle, inventory tracking, accepting or initiating product transfers and store pickups, regardless of where these tasks take place in the store. By making your service quicker, more reliable, and ultimately better, mPOS helps you level the playing field with online retailers known for the same.



53%

of Gen Z buyers surveyed still prefer to shop in a physical store than online.



Turn salespersons into sales generators

In any retail business, one of the most valuable assets is its helpful staff members. They're the ones who open a dialogue with each customer, listen to their demands, and help them finalise the purchase. Unfortunately, most salespersons in retail stores are stuck behind a bulky retail counter, passively waiting for shoppers to reach them.

In an age where mobility is the need of the hour, traditional POS systems are literally holding them back. Luckily, Mobile POS enables you and other store associates to move around and spend more time on each customer, catering to their needs and providing the kind of superior service that keeps them coming back again and again.

Mobile POS allows your salespersons to deliver personalised interactions and to-the-point products suggestions in an easy, natural way. Hence, they transform into retail experts who offer shoppers quick guidance on products, availability, and payment methods. A quick response means more purchases completed and more customers satisfied.

84%

of shoppers look for a store employee with mobile technology to assist them instead of one confined behind a counter.





More growth possibilities for your business

It's not easy for small-scale retailers to keep up with today's consumers. Plus, new technologies are costly and often come with a very long or unclear return on investment (ROI). However, mobile POS technology is not like any other retail tool. It is a tested technology that has it all out of the box at a fraction of the cost.

Mobile POS only requires a hand-held device with an active internet connection so you can do your business almost anywhere. It means that you won't have to go through the complex journey of purchasing, installing, integrating and maintaining any extra software components. Whether you own a kiosk, a pop-up shop, or a mobile operation, you can scale up your services on-the-go as your business grows.

Mobile technology in retail also makes expansion quite simple. It allows you to add stores and expand faster with little to no investment in new IT infrastructure. When you use the same system on the mobile POS devices as in the rest of your store, all your key information – prices, customers, inventory – is immediately accessible on all touchpoints in real-time. From selling on the go to queue busting, you can truly set your business up for the future with mobile POS.



45%

of retailers consider mPOS to be essential within their omnichannel efficiency strategy. (Source: Juniper Research)

10 FEATURES TO LOOK FOR IN A MOBILE POS

mPOS is a game-changer for small-scale retailers like you. It enables you to deliver a memorable shopping experience that builds store loyalty and improves sales conversations to boost recurring revenue. You and your associates can also use mPOS to check inventory, help customers with their purchases and process sales in a jiff.

However, not all mobile POS systems aimed at small businesses do an efficient job. SMBs require a mPOS with the combination of industry-specific functionality and flexibility, including easy setup, ease of usage, reliability, and the ability to track and address key business aspects. Here are a few business-critical features you'll need to ensure you're getting the most out of your mPOS software:



- 01. Cloud capabilities:** A cloud-based mPOS is vital to offer 100% availability, meaning you can close more sales, faster with zero downtime. This also helps you access crucial data on the go and keep selling even without the internet.

- 02. User-friendly interface:** To save on time and effort, you want to make sure the interface of mPOS is easy to learn and use. Hence, it must have a simple OS that you and your employees are already familiar with, such as the web, iOS or Android.



- 03. Hardware requirements:** Traditional tills and POS systems can cost thousands in hardware, especially if you have to set up more than one counter. Luckily, you can use mobile POS systems on an iPad or Android tablet to set up a primary checkout terminal. And when you want to add more, you only have to get another tablet. This keeps the costs significantly lower as you can also use a device you already own.

However, you may also need additional peripherals like a barcode scanner or receipt printer. While you can use your device's camera for scanning barcodes, it would be wise to opt for a mobile POS solution that can support Bluetooth or WiFi connectivity to these devices.



04.

E-receipt capabilities: Customers appreciate the convenience of receiving receipts via text message or email. So make sure your mPOS can support e-receipts and allow for on-screen signature capture. This not only simplifies recordkeeping for you but also contributes to the effort to reduce cost by cutting the consumption of paper, ink, and other resources.

05.

One-stop inventory management: Managing inventory from a single stock pool means more order fulfilments, satisfied customers, and lower carrying costs. Make sure to invest in a mobile POS system that comes with inventory control features, which could help you reduce safety stock, shrinkage, and associated costs. This enhanced inventory visibility allows you to ensure convenient, smooth, and error-free order fulfilment, thus leveling the playing field with online retailers known for fast, efficient delivery.



06.

Integration possibilities: Make sure your mobile POS can integrate seamlessly with other business-critical and retail technology, such as an ERP or accounting solution. It will take away many of your worries of the future and will further streamline operations.

07.

eCommerce opportunities: eCommerce platforms aren't just for online retailing. They also give you the ability to provide a consistent customer experience on various channels and serve a much larger market. Rather than investing in disparate systems, select a mobile POS solution that integrates your brick-and-mortar store with your eCommerce store and turn them into one unified platform that allows you to sell both offline and online.



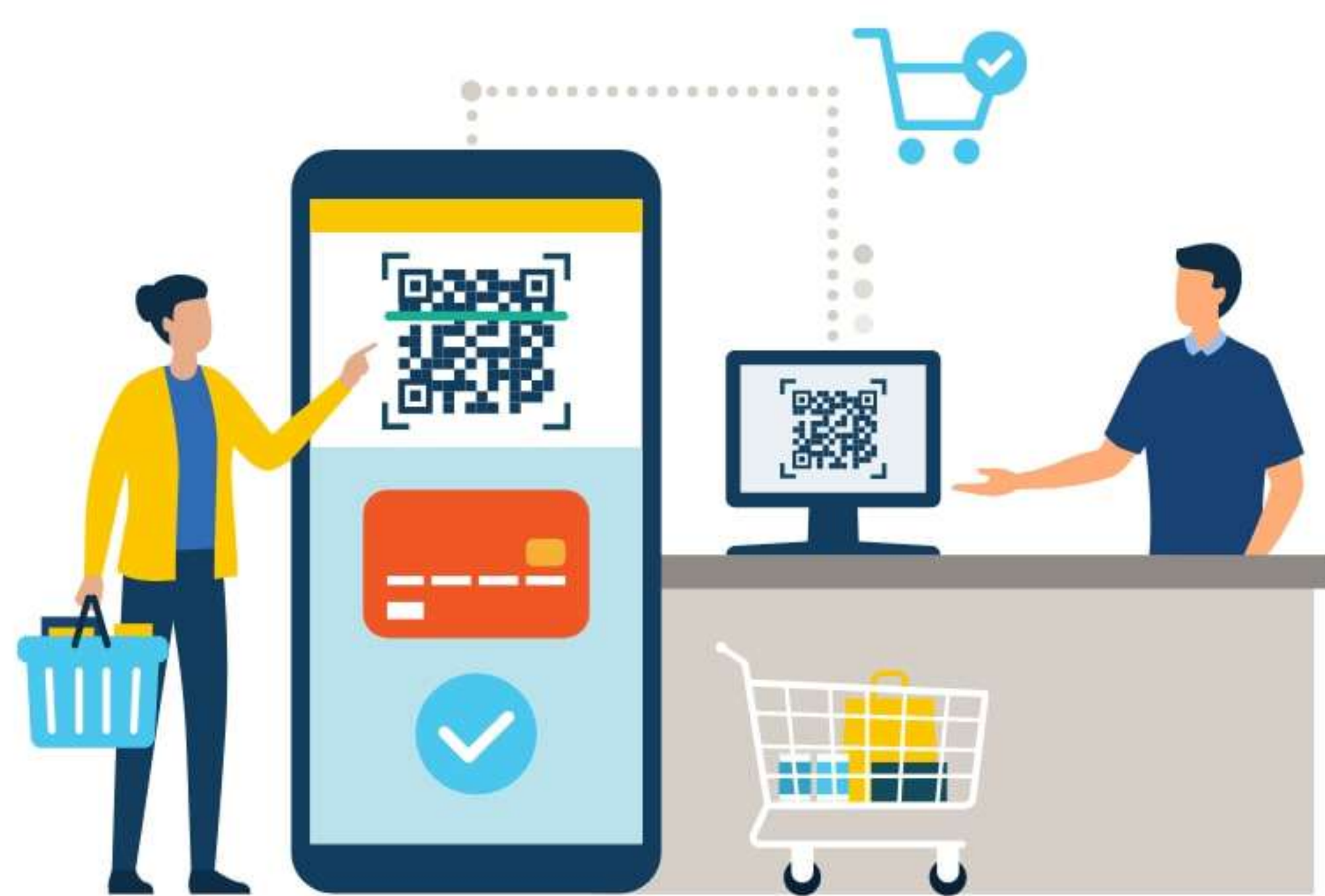
- 08. Online Support:** When you're selecting a mobile POS system, you're also partnering with a service provider to support the long-term success of your business. You also have to ensure that you can get the needed advice and assistance when you need it the most.

When searching for a new mobile POS system, you should look for a great POS provider who can offer excellent customer support online. Also, make sure you have access to email and live chat support from an experienced and highly trained staff 24 hours a day and seven days a week.



- 09. Versatility:** While you may have one retail store for now, there's no telling how well or how quickly your business may grow. Unfortunately, some mobile POS systems have a restricted number of outlets and registers, meaning you need to invest a considerable sum in a brand-new POS to manage and accommodate your expansion.

Therefore, choose a cloud-based mobile POS that can support multiple outlets and registers, setting you up for retail success from the very beginning. Once all of your outlets and registers get connected into one system, you can use a single central dashboard to see and manage your data across multiple stores in whichever way you need.



- 10. Affordability:** While the hardware and running costs of mobile POS systems are relatively low, the software alone can cost a lot. Therefore, your mobile POS needs to be affordable, so make sure you know what you'll be paying and find a mobile POS with a pricing plan that fits your needs and budget.

Luckily, you can get a feature-packed mobile POS system at a range of affordable packages. Go for advanced mobile POS systems like Tagrain that come at a monthly/annual subscription so you can scale your investment up or down without being forced to be locked into a long-term investment.



In a time of rapid change, to do nothing often means you fall behind. Only technology can help you vault ahead of your competitors and achieve a future version of your retail business today.

However, selecting the right mobile POS system for your retail business can be a daunting task. The right solution will help you maximise turnover, improve the bottom line and give better service – but it can be hard to identify which features are best suited to your business.

So if you're in the process of selecting a retail software solution to support your business in the present and the future, we can help you with an mPOS system that has it all out of the box. We'd love to talk to you about our easy-to-use, cloud-based Tagrain mPOS for iOS and Android tablet devices.

TALK TO OUR EXPERTS TODAY >





ABOUT TAGRAIN

Tagrain is a cloud-based point-of-sale solution designed to meet the unique needs of small-scale retailers. We've set our ambition to have a positive impact on the lives of millions of small-scale retailers by increasing their income through operational efficiency.

Our goal is to streamline daily transactions and maximize profits of small retail businesses globally through the cloud-based point-of-sale system. Our offering also includes retail tools that drive customer acquisition, increase average order size, and make the dream of long-lasting, loyal customer relationships a reality.

Tagrain POS is ideal for small and growing retailers, offering a quick, intuitive Android and iOS-based point-of-sale solution that combines cloud-based technology and tablet mobility to fuel scalability.

For more information about Tagrain,
connect with us at:

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Facebook: [/Tagrain](https://www.facebook.com/Tagrain)

Twitter: [@TagrainPOS](https://twitter.com/TagrainPOS)

LinkedIn: [/company/tagrain/](https://www.linkedin.com/company/tagrain/)

YouTube: [Tagrain Videos](https://www.youtube.com/TagrainVideos)

