



THE RETAIL POINT OF SALE REVOLUTION

Traditional POS vs Mobile POS



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A point of sales (POS) system is at the hub of every retail business and typically the largest single technical investment. Mobile point-of-sale (mPOS) technologies are transforming the brick-and-mortar retail, hospitality and events industries. While mobile POS (mPOS) has gained popularity with tech and fashion retailers, others consider a hybrid mobile POS solution offer as many benefits.

Transactions and processes once tethered to traditional, fixed cash registers at the front of a store are being shifted to showroom floors, product aisles, and outdoor venues. mPOS systems are proving to be an important tool for improving customer satisfaction and preventing defections. Mobile point-of-sale solutions are helping businesses complete sales more quickly, more securely and more intelligently than ever before.





YOU'VE SEEN IT BEFORE

Mobile point-of-sale technology isn't new. Rental car companies adopted mPOS technologies in the 1990s, deploying handheld computers, scanners and printers to enable onsite agents to check in returned cars in a fraction of the time required by desk-bound staff. The deployments removed a major hassle for travelers anxious to get to their flights and yielded big gains in customer satisfaction and streamlined operations.

WHERE IT WORKS WELL

The well-known retailer Nordstrom has been a leader with integrating mPOS into their stores. Originating in Seattle, Nordstrom is well known for maintaining an unprecedented level of customer service and selling fashionable luxury apparel. mPOS improved customer service, and sales staff can now offer to check out a customer almost anywhere in the store.

Consider how this is an ideal scenario for an mPOS system since most customers do not purchase products in large quantities, and they weigh considerably less than products purchased in a grocery or houseware retailer.

TRADITIONAL STATIONARY POS HAS **VALUE** OVER MOBILE POS

While mobile POS can bring value to retailers like Nordstrom, there are many aspects of traditional POS a mobile system is unable to match.

One example is how logistical issues of mobile transactions can be awkward.

There is the question of where a customer places their bag or basket, how do employees bag items or worst of all: how is it possible to juggle everything when a customer needs to provide a signature.

As a result of these issues, many stores will see a need for a traditional POS area. Another issue encountered when using mobile POS is battery life. Since most mobile devices only have a battery life of 4-8 hours – many devices are unable to last an entire shift.

Durability may be a factor in a more rugged retail environment where damage to the mPOS equipment will be costly and potentially cause disruptions in service.

“The traditional cash-wrap does much more than just scanning items. All the other steps in the checkout process, such as bagging, removing security tags, accepting coupons, etc., must be managed, even when using mobile devices. Mobile POS can't replace traditional checkout lanes in all circumstances, so it's crucial to find where mobile devices can enhance the customer experience and operational efficiencies of staff.” - - David Dorf, Sr. Director of Technology Strategy, Oracle Retail

HYBRID - A LITTLE OF **THIS**, A LITTLE OF THAT

Innovative retailers could potentially harness the benefits of the stationary POS systems and mobile POS systems by combining the best elements of both.

The flexible location is an important factor of mobile POS, and so a mobile cart with portable battery power would be an ideal solution for many retailers.

All essential POS supplies and hardware can be stored on a mobile cart, giving sales employees the ability to harness the power of mobile POS to increase customer experience and efficiencies.



PORTABLE POWER FOR 8 TO 12 HOURS A DAY

Newcastle Systems' mobile carts with portable power are made to be durable and can power devices for 8 to 24 hours. (Depending on the equipment used)

The mobile powered carts also solve the problem mobile POS systems have by providing an area for bagging, printing, and signing while still offering the special advantage of being completely mobile.

Sales staff will be free to move to where the customer needs service, instead of requiring customers to understand how to search the store.

The convenience of portable powered carts for POS can be moved where it is most convenient for customers. As business fluctuates, POS systems can be moved to accommodate the peaks and valleys. Such flexibility improves efficiency, customer service and, security that leads to increased profits.



LET CUSTOMERS BUY WHERE **THEY** WANT

Optimizing store operations has led to an unintended consequence. There are many areas left without quick access to checkout terminals. In a typical big-box store, customers may walk as much as two to five minutes to reach the nearest checkout terminal. The lack of checkout terminals in areas of the store called POS deserts has a negative impact on the customer experience. (Note: POS deserts are areas at least 50 feet away from the nearest checkout terminal.)



Research shows that most top retailers in the United States have at least 25% of store floor space in POS deserts. Providing POS capability to these POS deserts could enhance the customer experience significantly without raising costs significantly. Rather than adding more POS terminals, it is much less expensive to add mobile carts with portable power to a POS strategy that will reduce the need for POS deserts. Sales associates can be where the customers are, serving them with excellence thanks to the versatility of these mobile POS carts.

EVOLVE TO MATCH SEASONAL DEMAND

Seasonal demand for merchandise challenges efficiency in store operations, particularly in big-box environments. Stores must redeploy personnel and handle additional transaction volume based on seasonal demand. Transaction volume can also vary significantly based on seasonal factors for departments.

Example: a section for swimwear will not be particularly busy in the fall. Measuring variation in transaction counts through a Seasonality Index helps retailers determine which department should get additional help via a mobile POS station.

Based on the Seasonality Index, several departments, especially Nursery & Gardening, are particularly seasonal. Providing checkout using mobile carts with portable power for POS to these departments during seasonal months will enhance the customer experience by making purchases possible at the point of service and eliminating time consumers spend standing in line during expected busy periods.

Powered mobile carts deliver these improvements in a cost-effective manner: moving an already mobile POS is much less expensive than moving fixed POS every season or missing out on sales because of static POS systems that don't meet the customers where they are.

BENEFITS OF USING **MOBILE** CARTS FOR POS

1. **Special sales anywhere in the store** - Reduces restrictions of a stationary POS system. If you present a demo, customers can make a purchase at the same place.
2. **Price and inventory lookup** - Improves customer happiness with an immediate, on the spot, answer to price and inventory questions.
3. **Sell anywhere** - Removes the limitations of a stationary POS. A mobile cart POS with portable power offers an opportunity to sell anywhere.
4. **Durability** - Newcastle Systems' mobile carts manufactured for the toughest conditions.
5. **Choices in sending receipts** - A mobile cart with portable power gives the choice of having a printer for receipts or use a tablet to email receipts. With a portable powered cart, warranties or additional information customers want can be printed on the spot.
6. **Free up floor space** - Using mobile carts with portable power frees up much-needed floor space being used by cash registers or customer service counters.
7. **Flexibility for your sales staff** - Your sales team will have more flexibility to think of creative, mobile ways to meet customers' needs.

WHO CAN BENEFIT?



Here are examples of ideal retail business scenarios for mobile carts:

- Those with a large retail floor such as a garden center or home improvement warehouse. Since there is a great amount of walking involved in these stores (along with the sale of heavy items), it would be very beneficial for the sales staff to have flexible POS locations.
- For example, if a garden center is holding an outdoor event to showcase a particularly appealing product then the sales staff can be ready to help customers with purchases right at the promotion location. This will also increase last minute purchases by customers who may be leaving the store since they will not have to re-enter the garden center to purchase the extra item.

PRODUCTS AND ACCESSORIES THAT **CAN** BE USED WITH MOBILE POWERED CARTS

Newcastle's mobile carts include a portable power pack which can last 8-12+ hours. (Depending on the equipment use) This extended life battery allows any POS hardware to become mobile. Simply add computers, printers, scanners, or other accessories on a mobile powered cart, plug them in, and you are ready to go. There are many products which might be included in a POS system. Here are a few you can utilize with mobile carts to make your POS more dynamic.



Display



Label/report printer



Cash drawer



Mag strip reader



Receipt printer



Scale



Barcode scanner



Signature pad

WHO CAN BENEFIT?

- Any business in which checkout speed is essential, or has large fluctuations in the number of transactions handled on a daily basis. Each retail location is set up to cater comfortably to a certain number customers. There are occasions when the retail floor is too small to handle the surges of customers, or major changes in popularity can change throughout the year. Such a business needs flexibility to handle the needs of their customers.

Did you know? - 47% of customers claim they have failed to make a purchase because checkout would take too long.

Integrating mobile carts and portable power into a POS process reduce wasted steps, improve efficiency and keep employees happier. If you see the opportunity and want to learn more, you can read the case studies here and please, feel free to contact us. We will walk through the options and benefits of creating a more flexible workplace.

THE **POWER** TO MOVE YOUR WORKPLACE



Click to Contact Your Newcastle Sales Representative to Start Mobilizing Your POS

ABOUT NEWCASTLE SYSTEMS

Newcastle Systems is committed to providing innovative solutions that help make Auto-ID technology and other hardware truly mobile and information more readily available across an enterprise.

Loss of productivity and inefficiencies such as wasted steps to the printer on a fixed desk, inaccurate inventory counts, improper labeling, time delays, manual processing and incorrect shipments are just some of the challenges that are alleviated with a mobile powered workstation.