



Article

7 areas where a mobile POS system can strengthen your retail business



Strengthen your business with a mobile POS system

We live in a time where technology is developing at a rapid pace. With the mission of constantly pushing the boundaries of how easy and convenient everyday life can become, technology has not only changed but revolutionized the retail industry and the way consumers shop.

Technology and the good customer experience

As technology advances, creating even better customer experiences has become possible. While technology allows you to delight your customers in new and better ways, your customer's expectations of the "good customer experience" are increasing simultaneously.

Today's retailers have no choice but to keep up and regularly decide on new technologies to ensure customer satisfaction and a healthy ROI.

This article delves into a technology that can ensure both: a mobile POS system.

What is a mobile POS system?

A mobile POS system has the same features as your POS system – the difference is that it is portable. The Mobile POS is developed as an app that works on an Android smartphone, Android tablet, or another Android device.

A mobile POS connects to virtual tills that run in the cloud, meaning you can create a buying experience anywhere – even without local network access.

Let's look at how a mobile POS system can strengthen your retail business in 7 different areas.

1

Use mobile POS as a fallback solution

You can use a mobile POS system as a fallback solution. Mobile POS devices securely connect to virtual tills using 4G/5G. These virtual tills running in the cloud provide high levels of security and availability.

The virtual tills connects to an on-premise store controller, which in turn can connect to an enterprise controller or other backend systems, such as your ERP system.

If the cloud-based virtual tills lose their connection to the on-premise store controller in case of a power or network failure, your mobile POS devices serve as a fallback solution, enabling you to keep operating your business.

The cloud-based virtual tills will store transactions in their databases, and when the connection is restored, it will pass them on to store controllers, and subsequently any enterprise controller and backend systems.

2

Set up pop-up stores anywhere

The mobile POS system sets the shopping experience free: With the cloud functionality, you can broaden any geo-location, enabling your employees to operate away from your physical store.

The cloud functionality does not require local network or VPN access, meaning you can move your business to a completely different location. If you know that your target audience is at a festival once a year, why not use that knowledge to show up and sell needed products

where they are at that specific time? With the cloud functionality, it becomes even more possible to meet the customers where they are.

A mobile POS system at pop-up stores enhances customer satisfaction because you allow customers to pay with a credit card instead of needing to bring cash. And even though your pop-up store is far from your actual store, your employees will be updated on price changes and offers through the mobile POS system.



3

Improve service with Mobile POS

One of the main reasons customers choose to shop in physical stores is the personal, face-to-face service. Skilled and helpful employees who can engage in a dialogue with the customers, listen to their wishes and needs, and point them in the right direction are undoubtedly valuable for your business.

Unfortunately, it happens too often that employees are stuck behind a checkout register where they are limited in providing a high-level service as they must wait for customers to approach them. Using a mobile POS system, you can release your employees from the checkout register, allowing them to be on the floor where the customers and products are.

Your customers expect a high level of qualified service from your employees. Being on the floor with the correct setup on your mobile POS allows your employees access to products, inventory, prices, and more. This means that your employees can give your customers a fast and qualified answer on the spot without going to the cash register.

4

Personalize the customer experience

The personal shopping experience is essential to today's customers. They want to feel unique and valuable every time they visit your store. A survey done by [Epsilon](#) shows that 90 percent of consumers find personal shopping experiences appealing, and 80 percent say they are more likely to buy from a brand that offers them a personalized experience.

When customers shop online, they are often met with recommendations based on their previous behavior, giving them a personalized shopping experience. With a mobile POS system, you can get closer to the same kind of personalization in your physical store.

If you have already established a loyalty program in your POS as part of your personalization strategy, the mobile POS can strengthen this effort. With access to your loyalty program through the mobile POS, your employees can engage in a dialogue based on the customer's previous purchases, loyalty points, active offers, and discounts - wherever in the store they are.



5

Enable customers to pay anywhere

Online shopping has increased customers' expectations for a convenient shopping experience. With a high number of customers now returning to physical stores, the stores have to aim for the same level of convenience - and a mobile POS system is a big step in the right direction.

A standard POS system uses payment terminals, whereas a mobile POS system uses SoftPay, an online payment service. With a mobile POS, your employees can serve customers and accept payment in one transaction. This means that the customers avoid the struggle of getting a hold of an employee to get help

finding the right products, then locate and walk up to the nearest cashier, where they may even have to wait in line.

With a mobile POS system, you combine two processes into one, thus making the purchasing process shorter, simpler, and more convenient for your customers.

The checkout line will naturally decrease when more customers get the help they need and, at the same time, can pay on the floor. This makes checkout more efficient - on the floor and at the register.

6

Queue bust at peak times

Minimizing the line at checkout is crucial to avoid lost sales. [A study by Forrester](#) points out that long lines are the most common reason consumers opt out of a purchase or spend less to avoid the slow checkout process. The study states that 70 percent of consumers have left a shopping trip to avoid a long line.

This is where your mobile POS saves the day - and your potential lost sales. Your employees can use the mobile POS strategically for queue busting at peak times when the lines are longer and the checkout process slower than usual.

Using mobile POS for queue busting will revolutionize shopping experiences on days such as Black Friday and Christmas shopping, where lines are long, and frustrations are high.

Mobile POS helps you maximize convenience, eliminate long lines, and minimize the number of lost sales.

7

Increase additional sales and upsell

Every time your employees engage in a dialogue with a customer, the purchase conversion rate increases significantly. Imagine that a customer is looking for a new shampoo and goes to find the shelf with shampoos without really knowing the various alternatives. Most likely, the customer will resort to the cheap option or the well-known alternative, and they may not even consider buying a conditioner.

On the other hand, if the customer has a dialogue with your employee on the floor, your employee can easily advise the customer, ensuring that they end up with a better product match and potentially some complementary products.

With a mobile POS system, you release workforce from behind the register and ensure that you have more employees who can engage in a dialogue with your customers on the floor, increasing additional sales.



Strengthen and secure your business with mobile POS

We have covered several areas where a mobile POS system can strengthen your business: You can use mobile POS as a fallback solution, set up pop-up stores anywhere, improve and personalize the customer experience, queue bust, and increase additional sales. But how do you operate a complete POS on a mobile device in practice?

When you already have a POS system in your store, all you need to do is connect the mobile POS. Thus, you have a transportable checkout register with access to all the same data (in real-time) – e.g., prices, stock status, offers, and discounts, as on your stationary POS.

You might already have the hardware needed - Android version 8 (or newer) is required. With a mobile POS, you get even closer to meeting customer expectations and, at the same time, improving your bottom line.

What you need to be aware of when investing in a mobile POS system

Connecting the solution to your retail ecosystem – checkout solutions and other business systems – is crucial to obtaining the desired value with the mobile POS system. To meet the customer's expectations for a seamless customer experience, the mobile POS must

work across all your sales channels to ensure that data such as prices, promotions, and discounts permeate at the same time everywhere.

52ViKING MPOS is not a standalone app but an extension to the 52ViKING POS system. The mobile POS is connected to your store controller, and the functionality is exactly the same as that of your stationary cash register. This ensures that data such as prices, promotions, and discounts are always the same across your POS systems and mobile POS. In addition, this means that every time you update system features on your POS system, your mobile POS system gets the same new features simultaneously.

How can we help?

Are you considering implementing a mobile POS system in your store? Or simply curious to learn more in relation to your business? At Fiftytwo, we offer and advise on mobile POS as part of your POS solution. We make sure all your devices are connected across your business to ensure the optimal customer experience. Contact our expert Søren for a non-committal talk about your options.



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