ETP▷™

mPOS Technology

**User-friendly solutions that
enhance your in-store experience**

EXECUTIVE SUMMARY

The landscape of the retail industry had been already shifting towards optimization of everyday operations by applying digital technologies. Almost all parts of the world had witnessed the changes in consumer behavior, the nature of retail, and reshaping of the high street landscape due to the e-commerce revolution and continued expansion. Especially, the COVID-19 crisis led to sensational shifts in consumer behavior. The retail platforms powered by digital technology had to be adapted quickly and retailers have had to work hard to meet the ever-evolving customer experience requirements in order to win and remain relevant. The abrupt shifts left many retailers scrambling to effectively serve customers through other channels. Digital-first and omnichannel retailers swiveled more easily, but those who laid a greater emphasis on physical stores and face-to-face engagement over omnichannel strategies have struggled to respond. While lockdown and social distance rules have had devastating impacts on the customer footfalls at the retail real estate, it accelerated the evolution process of omni-channel retail and the channel integration role of physical stores, and thus, brought about rapid transformations in the retail technology landscape.

The use of retail software development services now not only defines a company's position and opportunities in the market, but also ensures a high-quality shopping

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> Mobile is not the future, it is the now. Meet your customers in the environment of their choice, not where it is convenient for you.
>
> **Cyndie Shaffstall**
> Founder, Spider Trainers

experience for diverse customer groups to improve bottom-line results.

The adaptation to the post-pandemic retail environment becomes more seamless with the introduction of technologies since it helps to do both:

• Satisfy the needs of modern customers — who apprehensive about visiting offline stores and prefer to shop online

• Bridge the gap between a brick-and-mortar store and digital world shopping, creating an enjoyable experience

One of the top COVID-fuelled tech trends, the adoption of which helps to gain a competitive edge in the post-pandemic retail sector, is the Mobile POS or mPOS. A new study reveals retailers deploying in-store mobile in a successful fashion are projected to enjoy upwards of 100 percent sale growth in 2022.

This e-book takes a detailed look at the benefits of deploying mobile POS successfully at physical retail stores, whether omni-channel or not.
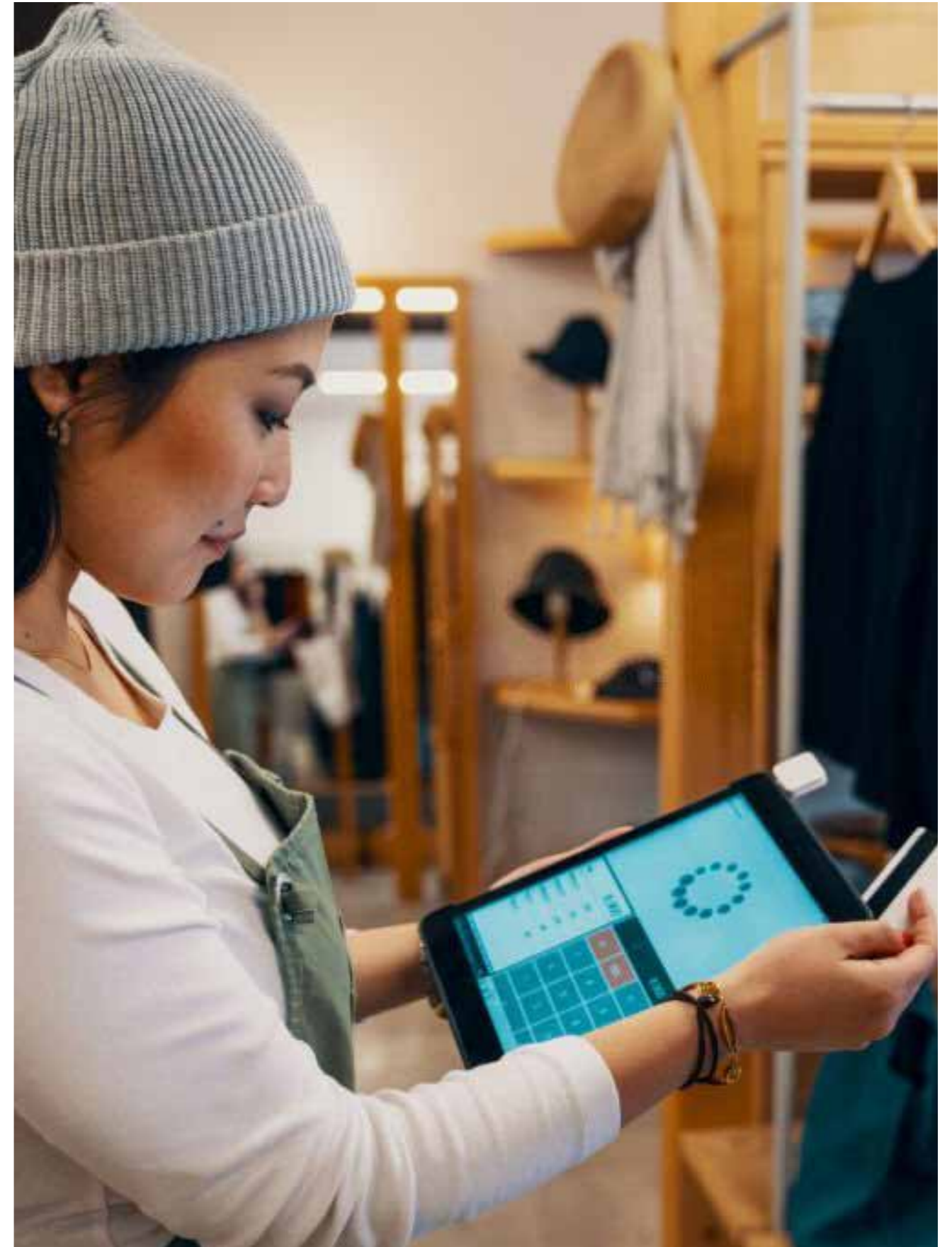
TRANSFORMING THE POINT OF SALE INTO A MOBILE POINT OF DELIGHT

The pandemic has wobbled traditional store operations, with physical distancing and a new preference for self-service checkouts altering the formula for customer experience. The priority for many customers today is to get in and out of a store as quickly and safely as possible — if they choose to go in at all. While safe delivery modes such as BOPIS or Curbside Pick-up are increasingly important to customers, providing safe experiences

in-store are critical in alleviating customers' anxieties and enabling a return to in-person interactions. The mobile POS or mPOS is playing a crucial role in this cause, whether the retail business is omni-channel or not.

Amongst its many features, enabling safe distancing at the store and eliminating long queues at the checkout are the most significant.

A recent study shows that retailers using mPOS technologies achieved a

24%
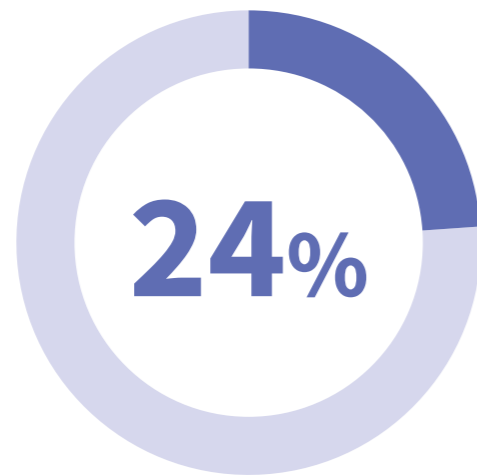
average increase in sales during 2021, compared to those that didn't.

SO HOW EXACTLY DOES MPOS HELP INCREASE SALES?

Driving efficiency with greater agility

Cloud-based mPOS systems allow companies to quickly and easily add more mobile devices in a fraction of the time and cost that would be required if running on-premise software. With the right retail technology provider, your mPOS terminals can be used not just to handle transactions but to manage staff, operations, and inventory across stores and warehouses. The ability to generate real-time reporting on the status of inventory and product availability also makes it easier for staff to respond faster to customer demands.

Mobile POS dramatically reduces the initial investment needed to establish a new store, and makes it easier to set up pop-up stores and manage sales events or peak times.

Creating more opportunities to sell

A retailer that adopts mPOS terminals can sell to customers irrespective of whether they're being assisted in the store aisle, at a counter, or at the checkout. They can be used to reduce wait times due to long checkout queues and capture a sale that would have otherwise been lost.

Mobile POS solutions can handle omnichannel scenarios like Buy Online, Pick-up in Store (BOPIS), placing orders and scheduling deliveries at home or pick-ups in other stores. They can also be configured to process returns on the spot, which provides yet another opportunity for staff to enhance customer experience or even make an additional sale.

Promoting customer-centricity

Mobile POS allows retailers to put customers at the centre of all their interactions, no matter where they are on their shopping journey. Customers expect a high level of personalized service, especially when shopping in specialty stores, and a professional, knowledgeable and helpful sales associate is going to be the centre of a high-touch experience.
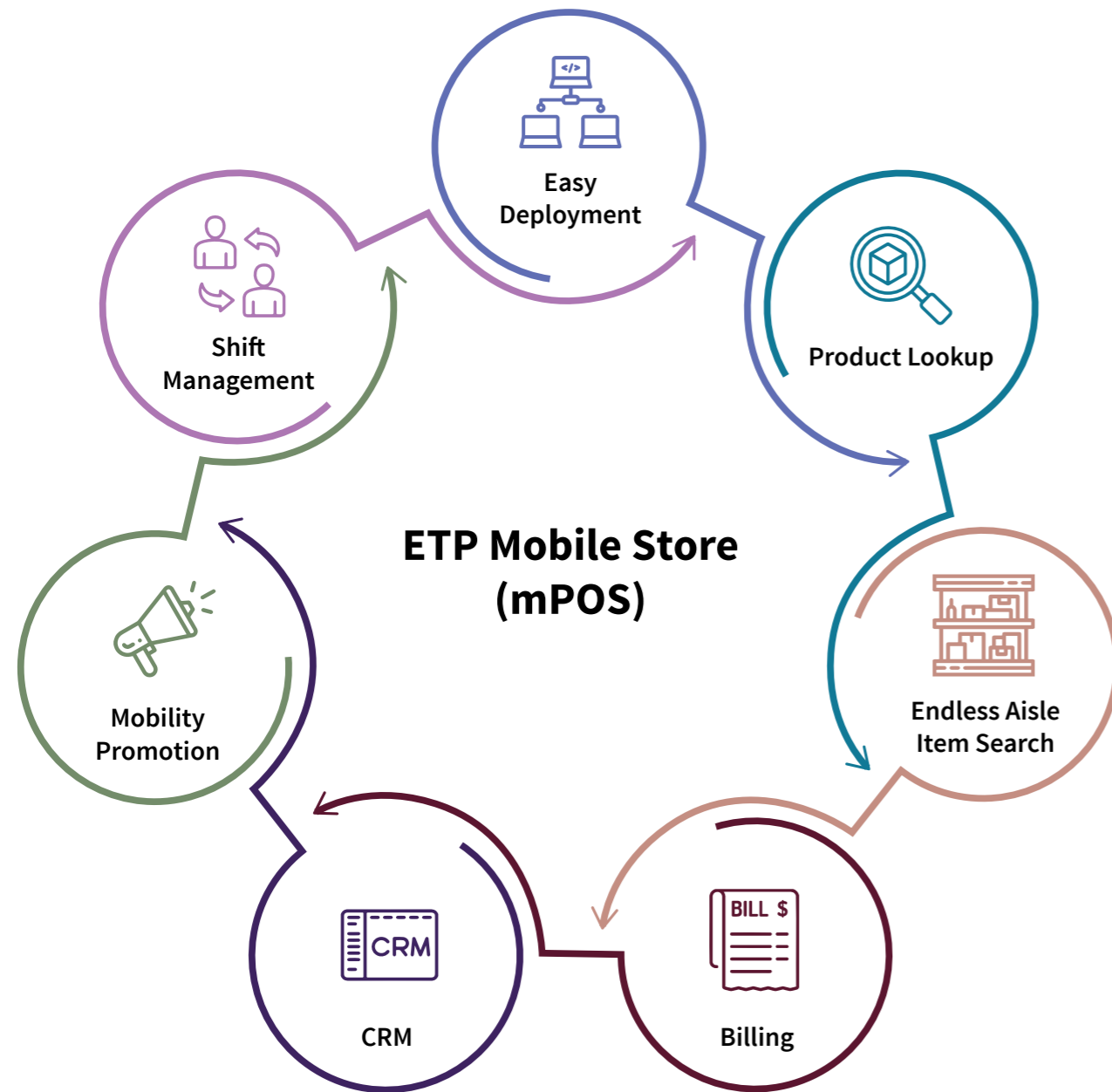
If a retailer can identify customers and what product they are interested in at the point of sale, then they can make one-on-one pitches that are much more likely to result in a successful sale.

ETP MOBILE STORE (mPOS SOLUTION)

ETP Mobile Store (mPOS)

- Easy Deployment
- Product Lookup
- Endless Aisle Item Search
- Billing
- CRM
- Mobility Promotion
- Shift Management

The ETP Mobile Store is a complete billing, retail mobility solution on android-based smartphone devices which can be also used as a queue busting solution. It is designed keeping in mind the physical store floor space availability.

The ETP Mobile Store helps you to assist customers with registering in your CRM program, give them information about their loyalty points, lookup stock, reduce queues by creating invoices for the customers as they wait for checkout, and even put away items on a hold bill. This keeps your customers meaningfully engaged and delighted by the in-store brand experience. The retail mobile POS software seamlessly integrates with the other ETP omni-channel retail solutions to ensure information accuracy across all sales channels.

ETP Mobile Store is available for deployment on iOS and Android-based smartphones and tablets as an app. The retail invoice can be printed with Bluetooth, Wi-Fi or it can be sent via email using the customer's email address. The mobile POS (mPOS) solution can be connected to the ETP Store Operations system within the store on Wi-Fi or, in the case of an atrium or kiosk sale, to the Central Server EAS through cloud computing. The ETP mobile POS (mPOS) software is developed to facilitate a superlative brand experience.

> " Those marketers who create a full mobile experience for their consumers – with apps, optimized mobile sites, mobile loyalty programs, employing targeting like location, allowing sales on mobile devices, etc., are really experiencing the power of mobile along the purchase funnel.

Sheryl Daija
Chief Strategy Officer, Mobile Marketing Association

KEY FEATURES OF THE
ETP MOBILE STORE (mPOS) ARE:

Easy Deployment

Available on iOS and Android-based smartphones and tablets

Print invoices on a printer connected using Bluetooth or Wi-Fi in the store

Product Lookup

Lookup items in the store easily

Lookup pricing for the merchandise instantly

Check inventory available in the store

Enable Endless Aisle stock search in another store

View the images of the items for ease of item identification and for confirming the right merchandise

Add items to cart and start billing

Endless Aisle Item Search

Easily list your entire inventory across stores and at warehouses online in a single screen

Empower store staff to offer suggestions to in-store shoppers for goods that are not on the shelves and allow them to choose from the entire inventory available

In case the inventory is not available in the store, the sales associate can order the products either to be shipped to the shoppers' homes or reserve them for pick up at another time

Buyers get more than they expected and this increases the shoppers' satisfaction levels

During peak sales periods such as the festive season especially, it is common to see empty shelves and frustrated shoppers. Store staff are unable to replenish the stock on the shelves in time and that leads to unfulfilled sales which leaves the shoppers unsatisfied as they feel they made a wasted trip down to the store. With the endless aisle feature, stores are no longer limited by their shelf space

Billing

ETP's mPOS functionality supports discounts/promotions such as line discount during the checkout process
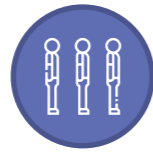
It can scan the merchandise, hold the bill and collect payment to enable queue busting at the store

Enables instant billing to the customer & accepting payment modes like cash and credit card

Facilitates to preview, print, and e-mail and/or SMS the bill content to the customer instantly

Tracks salesperson productivity

Enables loyalty points accrual for mobile sales

CRM

Eases customer database lookup

Makes viewing customer CRM information easy

Aids to register new customers in the store

Allows to update additional customer CRM information

Enables easy de-duplication of customer data

Allows to search for customer data in the EAS and bring the information to the store

Mobility Promotion

ETP mPOS supports promotions on-the-go by enabling

Message Promotion

Line Discount Scan Event

Line Discount Order End Event

Free Items

Group Free Items

Discount Items

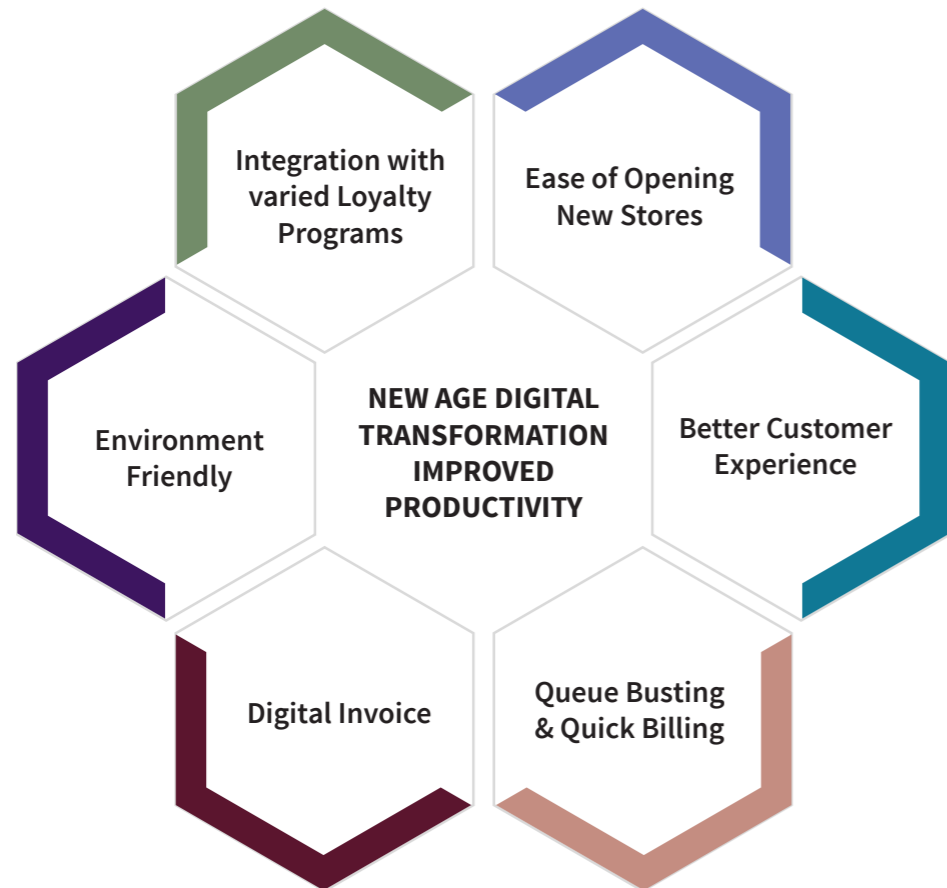Group Discount Items

Value Buy

Header Discount

Credit Card Header Discount Promotion

Easy Deployment

Available on iOS and Android-based smartphones and tablets

ETP MOBILE STORE (mPOS) SUCCESS STORY

Integration with varied Loyalty Programs

Ease of Opening New Stores

Environment Friendly

NEW AGE DIGITAL TRANSFORMATION IMPROVED PRODUCTIVITY

Better Customer Experience

Digital Invoice

Queue Busting & Quick Billing

Retailers who have implemented the ETP Mobile Store (mPOS) solution at their stores have benefitted from:

- Ease of opening new stores with the standard process of ETP

- Provide a better customer experience in interacting with store staff to understand products, inventory, complete their purchases

- Queue busting by quick billing with product lookup and integration with varied loyalty programs

- Productivity improvement as it can be used easily by the store staff and the supervisor levels

- Customers who care about the environment appreciating and opting to receive purchase invoices via email instead of physical invoices.

- Safe social distancing at the store

CONCLUSION

In a nutshell, having a robust mPOS system such as the ETP Mobile Store (mPOS) solution opens up a lot of opportunities – inventory can be checked and applicable promotions can be looked up on the go, additional items can be purchased while waiting in queue, adequate social distancing can be maintained in-store, and secure billing can be completed making the shopping experience a truly memorable one. Retailers can clear customers faster, maintain a healthy queue, have a quicker inventory turnover and keep the shoppers fulfilled and satisfied.

Implementing an mPOS system in your stores moves the queues super quick so you can sell more. It will allow your staff to help customers scan their purchases swiftly and check out faster without even having to wait in the queue. This is particularly helpful for the store staff to assist customers with smaller purchases. Shoppers who just want to grab a small item are able to purchase it quickly from dedicated counters that have the mPOS system in place. Meaning,

shoppers who just want to buy a single item would not have to wait in line and can be in and out of the store quickly. This helps reduce the crowd in-store and maintain safe distancing, allowing retailers to maintain the COVID-induced restrictions and sell more while attending more customers within the same time.

Having an mPOS system would also mean that you can register your customers into your CRM/loyalty management system right outside the store and they are able to enter the store, purchase quickly, and start earning loyalty points. This allows to engage shoppers waiting in queue to enter the store and to potentially drive higher sales using the mPOS system. This divide and delight strategy will help ease the in-store crowding significantly and customers will not have to wait too long to pay for their items, keeping them happy and allowing them to have a great impression of your in-store experience and in effect, your brand.

ETP is an Omni-channel Retail Software company serving market leaders in 24 countries across the Asia Pacific, India, and the Middle East regions. ETP's retail and e-commerce solutions include Omni-channel orchestration, POS, Mobility, CRM, Marketing Campaigns, Promotion Management, Smart Order Management, Supply Chain Management, Product Information and Inventory Management, Marketplace Management, and Analytics. ETP has successfully executed over 500 enterprise software projects across 35,000+ stores for 500+ brands. ETP's unique value proposition is its ability to consistently deliver enterprise-grade Omni-channel solutions to its customers and build long-term strategic partnerships spanning decades.