

HOW MPOS IS BENEFITING RETAILERS TODAY.



As consumers and retailers have navigated their way through 2020, we've seen almost a very different approach for public safety, for if local and state legislators vie for lockdown procedures or not, retailers have taken the brunt of it all, in the worst way. For larger department and chain-based stores, furloughed employees are receiving unemployment to keep survival rates and spirits up and prospering. Many small to medium-sized businesses haven't been able to afford the same luxury and have been forced to settle with mass layoffs, in order to keep their businesses afloat. It's scary and it's sad, but it's definitely safe to say that the sales floor's economic flow has drastically changed, and perhaps for the better, in hopes of salvaging what workforce there is leftover. Many retailers are implementing mobile and mobile point of sale (MPoS)-related functionalities to keep customers eager and confident enough to **continue shopping in-store during a pandemic** and equip their employees with the right devices and resources to enhance the customer service experience, while also helping to stop the rapid spread of the virus.

Next-generation technologies are essential for reconstructing the post-COVID workplace and in order to meet and fulfill that goal, mobile devices need to be readily at hand. Employees can better operate with an inside look into actual, real-time data points that they can use to their benefit to help curate an exclusive relationship with customers, or to even gauge how busy the sales floor will be on any given day. The overall goal here with MPoS concepts is to impact a positive flow of sales, increasing the placement of upsells, and delivering a safe and satisfying customer experience to keep customers coming back.

The long-term investment in these mobile strategies is sure to be worth the time and devotion, and likely so because more than **58% of retailers** have voiced that they are making the decision to include some sort of MPoS solution into their workplace. Realistically thinking, there's no better time to implement this type of mobile strategy than right now. During peak retail points, a clerk can collect a customer's

information while they stand in a long queue line, and they can also process a transaction from a different section of the store to break up the crowd. Retailers are able to maximize the productivity of their devices by multitasking with the tool as a whole. Whether it's processing a sale away from the main queue line, or replenishing a department's sales floor stock by cross-referencing the inventory located on the device, or even delivering COVID-19 safety alerts if customers are standing too closely together, there are several ways to thrive and survive in retail with mobile point of sale applications.

Obviously, there are hundreds of technology software companies who can fulfill your needs in navigating the pandemic-based retail environment with success on the horizon, but North American Bancard and Payanywhere's collaborative solution offers all of the versatility businesses could ever want all in one bundled offering. From monitoring item libraries, tracking stock, managing employees, and facilitating offline transactions, there is so much Payanywhere can do to provide your company with the flexibility it needs, while racing after success, all within one platform. This software can be implemented swiftly and simply on the A60, A920, and e600 all with a sense of ease. This bundled package can be added to fulfill nearly any retail activity including curbside pickup, contactless payments, QR scanning, and even online and mobile retail experiences. If you're interested in learning more about this bundled pair or perhaps would like to talk with NAB further about adding a partner to your network, be sure to follow the link [here](#). MPoS technologies are our future, and it's about time businesses start embracing them to survive.

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MKT52016

