

The Benefits of Mobile POS

Discover Five Critical Benefits of mPOS



Today's Mobile POS

With restaurateurs searching for new and innovative ways to make their businesses more efficient, many are turning to technology to impact their bottom line. One of the latest technology trends gaining momentum in the restaurant industry is the use of mobile point of sale (POS) solutions. With the increased popularity of wireless networking and the decreased cost of mobile computing devices, such as tablets and smart phones, more businesses are adopting mobile solutions. In the hospitality environment, a mobile POS solution enables wait staff to perform all the basic functionality of your stationary POS system while also adding a few new benefits. A mobile POS solution enables wait staff to greatly improve efficiency by taking orders, busting lines, and processing payments tableside.

In this eBook, we will analyze the business benefits a restaurant can reap through the implementation of a mobile point of sale solution. Specifically, we will discuss how a mobile POS solution can help your business improve operational efficiency and increase revenue through faster order processing, improved order accuracy, increased productivity, greater table turnover, and more efficient customer checkout. This eBook will also outline the competitive advantages channel partners like Value-Added Resellers (VARs) and Independent Software Vendors (ISVs) can gain by adding mobile POS to their product line.



With the advent of mobile POS solutions, businesses can complete a variety of business processes and conduct transactions from anywhere. Mobile POS solutions are ideal for any environment in which POS functionality is needed in the field. Traditionally, most people have experienced some form of mobile POS at flea markets, farmers markets, or stadiums. Today, mobile POS is gaining momentum in various retail and hospitality environments, such as restaurants, bars, nightclubs, stadiums, trade shows, and many other POS applications where mobility is essential to providing top quality customer service. The application providing users with the quickest path to return on investment (ROI) is tableside ordering. Let's take a closer look at how this POS application can help your restaurant.

Benefits of Mobile POS

Whether you are a single location, independent operator, or a large chain, mobile POS can provide a substantial return on investment (ROI) for your business. From streamlining order processing to improving order accuracy and boosting sales, increases in efficiency and profitability can be gained throughout your food service operations. A mobile POS solution will also enable wait staff to process payments tableside with EMV, NFC and MSR enabled devices.



1 Streamline Orders

One of the fundamental advantages of utilizing a mobile POS solution is streamlining the order taking process. With a mobile device, wait staff can take an order at the table and wirelessly transmit it to the kitchen in real-time. There is no need to wait for the server to return to the stationary POS system to enter the order. This allows food preparation to begin earlier, improving customer service by reducing wait times for items ordered.

2 Improve Order Accuracy

In many restaurant environments, there are a variety of ways food can be prepared. Add-on items, special requests, sides or other modifications are common requests that wait staff must accurately account for in the order taking process. By entering orders tableside in real-time, wait staff will improve order accuracy by eliminating lost, partial and incorrect orders. This not only reduces food waste for your establishment but also improves customer satisfaction.

3 Increase Average Ticket Size

Great customer service is essential to ensuring repeat business from your patrons. A mobile POS solution will give wait staff the ability to spend more time with patrons, improving customer service and enhancing the dining experience. It will also give servers extra time to up-sell and cross-sell profitable extras such as drinks, appetizers, sides, and desserts. This will not only result in a larger average ticket size for the restaurant, but also larger tips for wait staff.



4 Boost Table Turnover

In high volume restaurant environments, the ability to serve more patrons faster and increase table turnover is critical to success. Many restaurants struggle with customer wait times on a daily basis, particularly on weekends when most patrons prefer to enjoy a night out to dinner. As busy restaurants look for new ways to increase capacity, many have added outdoor seating. Unfortunately, the traditional POS system is not ideal for harsh, outdoor environments. Therefore, many establishments with outdoor seating require wait staff to use a terminal inside the restaurant. This is often a less than optimal solution for efficient order entry and checkout procedures. Mobile POS is an ideal and affordable option for growing restaurants that need to equip additional wait staff to process more orders.

5 Decrease Checkout Time

An additional benefit of mobile POS solutions is the efficient checkout. Checkout is the last thing a customer will remember about your restaurant. They enjoyed your delicious food and friendly wait staff. Don't let all that be ruined by a long wait at the register. A mobile POS solution will allow wait staff to securely and efficiently process payments at the tableside, and to effectively avoid aggravating the customer in the checkout process.

For savvy restaurateurs that are looking to reduce customer wait time and food waste, increase average ticket size, and expedite customer check out, implementing a mobile POS solution will not only improve the profitability of your business, but also the overall customer experience. Mobile POS provides a number of advantages for the wait staff, customer, and restaurant owner.



How Offering Mobile POS Can Benefit Channel Partners

In today's competitive marketplace, channel partners, just like restaurants, are looking for new and innovative ways to win more business. Whether you are a VAR or ISV, offering the latest cutting-edge technology is important. Customers now often dictate that technology purchases have an associated return on investment to validate the IT dollars being spent.

1 Offer a Tangible ROI with Positive Impact

One of the primary reasons channel partners should consider offering mobile POS solutions is that it offers a tangible ROI that has a positive impact on a customer's business. For many companies, the first question they have about anything deals with money. How much will it cost? How much will I make? Is it worth the money I would have to spend?

As a reseller, you will be able to provide that tangible ROI and make a significant impact on their business. Mobile POS will greatly affect a business because it will help increase sales and expand seating with outdoor or remote locations. Since mobile POS gives a company the chance to see more patrons, their chance of higher revenue also increases.

Provide more value to your customers by showing them how to be more efficient. Customers will take notice and be more likely to come back to you in the future for recommendations on products or solutions because of the reputation you have established.

2 Sell Deeper In Your Customer Base

As a reseller, you'll have the ability to sell deeper into your existing customer base. Most resellers already have a large base of accounts which they've previously sold a POS system to. The customer has most likely become accustomed to their current POS system and how it works.

3 Avoid Support Nightmares

For channel partners, offering a solution that is reliable is critical to having happy customers, and also to eliminating support nightmares. Reliability and usability are essential if wait staff are using the mobile POS solution in front of the customer. With the growing popularity of smart phones and tablets for POS applications, many channel partners often think that any mobile device can work in demanding hospitality environments. Mobile devices selected for use in hospitality should offer standard requirements like splash resistance, drop rating, and EMV and NFC capabilities. Selecting the right POS-hardened device is critical to eliminating repeat hardware issues.

4 Extend Battery Life

The right POS-hardened device should have the ability to cover a 6 to 8 hour work shift. Therefore unique power-saving technology is critical. Devices running out of juice halfway through an order will create unhappy customers and unnecessary headaches.

5 Integrate Seamlessly

Integration is also important, as the mobile solution selected should work seamlessly with your customer's existing stationary POS system. This will ensure the customer cannot only keep their already existing POS system, but also make their business more efficient. Most mobile POS applications enable wait staff to perform all the functionality found in the stationary POS system on the mobile device in a real-time, synchronized format.

Summary

Mobile POS solutions can benefit a restaurant in a variety of ways throughout the life cycle of the customer visit. Mobile applications have become more prevalent thanks to the evolution of technology and the lessened concerns regarding reliability and security. Whether you are a restaurant or a technology solutions provider that serves them, mobile POS is a growing trend that provides tangible business benefits.



About the Sponsor

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