Conquering Omnichannel Order Management

with **Cloud-Based** Technology Solutions

In today's connected world, dining and shopping experiences are no longer limited to physical restaurants and stores. Restaurateurs and retailers leverage cloud-based, omnichannel order management and fulfillment solutions to reach customers across various mobile and digital channels. In the post-pandemic era of retail and hospitality, technology is critical.

Throughout the pandemic, cloud-based, omnichannel ordering options kept restaurants, stores, and customers connected. In addition, convenience and ease of use helped scale online ordering, curbside pickup, and delivery services, all becoming a mainstay of the modern customer experience.

Implementing the Omnichannel Experience

Even before the global pandemic, studies have shown that consumers and merchants were pivoting to digital and mobile technologies. As consumers lean into new technologies, retail and restaurant brands must increasingly adapt and compete on multiple fronts to win and retain their customers.

So, what does omnichannel mean, and why is it essential for your business? In simple terms, omnichannel is a more individualized form of retail. It's a customer-focused business strategy that integrates all channels to provide the perfect experience for the consumer. Patrons connect with businesses online and in person. They order through both. Their experiences from one channel to the next are natural and more tailored to them.

Beyond being a buzzword, omnichannel is a tactical reality for business owners who can't afford to get sidelined in the race to fast and secure commerce. Surviving and thriving in the digital-first economy means being able to reach customers anytime and anywhere, including after hours.

Operating on Cloud-Based Technology

Covid-19 created a renaissance for multiple industries, including hospitality, retail, and the emerging cannabis sector. Stores invited customers to take virtual tours and try cosmetics and apparel in digitally-enabled dressing rooms. Restaurants introduced online ordering and curbside pick-up. The power of cloud and omnichannel solutions enabled these companies to deliver an uninterrupted experience while driving orders, marketing, and customer service across all channels, platforms, and devices.

> Omnichannel ordering options are an expectation, not an exception. Consumers have become accustomed to patronizing their favorite brands from multiple touchpoints. Our experts have put the following list together of the items needed for developing a consistent brand experience across all channels.

Cloud enablement: Invest in hardware and software that operates with the cloud to ensure your omnichannel experience runs smoothly.

Single-access view: Create a secure portal where you can monitor all of your channels to streamline communications and manage operations from one place.

Automated task management: Implement order displays, cloud printing, and other purpose-built technology to save time and labor by automating basic procedures.

Enhanced connectivity: Select products that connect with the cloud to create a cohesive work environment and use peripheral connectivity to improve and accelerate business processes.

Creating a Connected Environment for Omnichannel Success

In 2021, retail e-commerce sales amounted to approximately 5.2 trillion U.S. dollars worldwide. This figure is forecast to grow by 56 percent over the following years, reaching about 8.1 trillion dollars by 2026. In addition, global online food delivery services are poised to reach nearly $344 billion this year, projected to reach more than $466 billion by 2027. With such high ROI at stake, getting products to customers via cohesive online or mobile channels is essential.

Our experts compiled these 6 products every business should invest in to get the most out of omnichannel ordering:

1. Connected Printers

A printer that connects to cloud-based POS software is essential to staying competitive. **CloudPRNT** is an innovative technology by Star Micronics that securely connects printers to cloud services without needing extra hardware or software. CloudPRNT solutions work with online ordering services to store and create print jobs as orders come in, allowing your business to move into the omnichannel direction consumers want. Reliable, CloudPRNT-connected solutions readily print from iOS, Android, and Windows devices, making remote printing more attainable than ever.

Using **Star Micronics Cloud Services**, technology providers and business owners can access digital receipts for record-keeping and analytics. Digital receipts are lasting records of customer preferences and purchase histories, and the data can be compiled and used for marketing research and loyalty programs. Cloud- or web-based POS software should grow with your business, integrating with your ordering systems and enabling staff to print receipts and receive orders from multiple touchpoints.

The **TSP143IV** is the first TSP100 to have **StarPRNT**

- Supports AOA (Android Open Accessory) (TSP143IVUE)
- Dual-band Wireless Connectivity (TSP143IVUW)
- Smaller Footprint
- Cloud Ready
- 250mm/s High-Speed Printing

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mC-Print2 & mC-Print3

- Compact Design
- Multiple Connectivity Options - USB, Lightning, Bluetooth, CloudPRNT, WLAN, and LAN.
- Cloud Ready
- Peripheral Connectivity - Cash Drawer, Customer Display, 1D/2D Scanners, HID Class Devices (Keyboard Mode)

TSP654IISK

- Repositionable Linerless Label Solution
- Small Footprint
- Wall Mountable
- Ideal for Food and Travel Industries

TSP743II

- High-Speed Label Printing
- Cloud Ready
- USB, Serial, Bluetooth, WLAN, and LAN Connectivity Options
- Splash- and Dust-Proof Design

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2. Order Display Systems

Update your workplace by adding order display screens to your point-of-sale or back-of-house operations. Visible displays keep orders flowing, enabling staff to track order statuses as they come in. In busy environments keep these screens guarded with protective enclosures. Star tablet enclosures like the **Universal mEnclosure** secure tablets keeping them protected and accessible. They're also easy to install onto display stands with VESA mounting.

Star Micronics' line of mUnite tablet display stands and mounts are compatible with any tablet enclosure that uses VESA mounting. To keep a unified POS station with all valuables together, choose Star's sleek line of modern mUnite stands. These tablet display stands hold enclosed tablets in place and are compatible with Star's mC-Print3, mPOP®, TSP143, and TSP654 series printers. Star's mounted tablet stands, such as the **Tri-Mount**, can be secured to most surfaces, holding up to three tablets in one place, perfect for busy work stations with orders coming in from multiple channels. Combine aesthetics with functionality by creating a workspace that fits your business' approach to order fulfillment.

3. Labels

When implementing cloud technology, labels may be the last thing on your mind, but leveraging details is what makes a business stand out. Accurate, up-to-date labeling is essential for connected workstations operating from the cloud. With easy-to-use label printers, your staff can organize a variety of items, including inventory, online orders, and deliveries. The proper label printing solution can streamline these necessities.

Whether your business requires traditional thermal or repositionable liner-free labels, customizing them with **PromoPRNT** can significantly enhance your brand. PromoPRNT allows you to customize your labels and receipts with user-friendly tools and premade templates. Advertise upcoming sales and promotions, share social media and marketing information, or add important announcements, like job openings and holiday closures. With PromoPRNT, you can use your store labels to engage your customers and keep them returning.

4. POS Scales

Enhance workstation productivity with a POS scale that's easy to install and use and allows the option to connect to your point-of-sale via Bluetooth or Serial. A scale that supports in-house and ecommerce operations with a variety of industry-specific use cases is the best choice for omnichannel operations. Precision-engineered scales expedite warehouse receiving and logistics by automatically calculating the weight of incoming and outgoing orders, which streamlines omnichannel order fulfillment across online, mobile app, mail, and phone channels.

Star Micronics manufactures the **mG-T12, mG-T30, and mG-T60 scales**, with maximum capacities of 12lbs (6kg), 30lbs (12kg), and 60lbs (30kg), respectively. Designed with Class III accuracy, mG-T scales have simple user interfaces, backlit LCD screens, and auto power-off settings that conserve power and expedite checkouts.

5. Barcode & QR Code Scanners

Reliable and fast QR and barcode scanners help operators manage inventories and logistics, quickly identifying each outgoing order's contents. When integrated with POS systems, these handy devices enhance omnichannel operations with accurate, up-to-date inventory and delivery data.

Star's **1D/2D desktop**, **handheld wired**, and handheld wireless barcode scanners can effortlessly plug into mCollection products such as mC-Print2/3 and **mPOP®**. The 1D and 2D scanners can read barcodes and QR codes on paper and screens, completing payment transactions while identifying and locating adjacent orders that are ready for pickup. In addition, staff can use the devices to send scanned orders to the POS or scan inventoried items to advise customers of product details and stock availability.

6. Payment Solutions

Effective omnichannel order management must be flexible and scalable to support a range of existing and emerging payment methods. You can futureproof your order management system with cloud-based payment frameworks that accommodate traditional cash, credit, and debit card payments, mobile wallets, contactless in-store payments, and ecommerce orders.

Mobile payments enhance the in-store and restaurant experience. Retail customers can locate favorite items and check out anywhere in a store with mobile POS (mPOS). Restaurant guests can order and checkout directly using their own devices or pay-at-table mPOS solutions. **Star Micronics payment solutions** support all payment methods, from paper checks to mobile wallets. Our all-in-one POS hubs support integrated and contactless payments, front and back-of-house operations, leading operating systems, and interfaces.

7. Support

A rapid, knowledgeable support team is crucial to your success in meeting consumer demand and executing flawless customer service. If something goes wrong during the point-of-sale experience, having a solution with a fast turnaround will do wonders for your brand. Sometimes, technical support can make or break a sale!

Star Micronics' unmatched Support Team is one of the most significant benefits that keeps us ahead of the rest. By partnering with Star, you get experts from every POS angle there to assist you when you need them. Our Support Team has the answers you need to move forward, streamlining customer experience and enhancing your brand.

Conclusion

Consumers have spoken; the future of retail and hospitality is omnichannel, cloud-enabled, and connected. A knowledgeable, single suite technology partner can help you confidently navigate an array of omnichannel order management and order fulfillment options while adapting and expanding your brand's capabilities and reach.

Are you ready to take your business to the next level of commerce? **Contact your Star Micronics** representative today.

Contact Us

About Star Micronics

Star Micronics America, Inc. is a subsidiary of Star Micronics Company Ltd., one of the largest printer and POS manufacturers world-wide. Star Micronics also manufactures high precision machine tools and precision parts. Star Micronics Company Ltd. is ranked as one of the Top 50 "Most Stable" Japanese companies on the Japanese Nikkei. For more information, visit www.starmicronics.com or call 800-782-7636.