

# INCREASE Store's Revenue with a RETAIL POS SOLUTION



**TOUCH**  
DYNAMIC

# POST-PANDEMIC RETAIL:

## What's Changed?

In today's post-pandemic world, consumers are not only concerned about getting their shopping done in a fast and convenient way, but also that it can be done in a healthy and safe environment.

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So, what does that mean for retailers?

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Changing the way you run your business can be daunting, but having the right technology can create a seamless transition for both your staff and customers. A retail POS system can make all the difference when it comes to accepting payments, inventory and supply chain tracking, personalizing a shoppers experience and more!

Building your retail tech stack can be the difference between just making it through the pandemic and increasing your retail revenue significantly in a post-pandemic environment.



### Consumer Report

51% of US consumers desire to splurge and indulge in a fit of post-pandemic revenge spending.



### Omnichannel Experience

The pandemic added an extra \$218.53 billion to US eCommerce sales in 2020 and 2021.



## THE KEY RETAIL POS NECESSITIES to Help Increasing Your Retail Revenue

When it comes to a retail store, regardless of your product or size, you need to have a point of sale (POS) solution that can be reliable and flexible and handle multi marketplaces.

### **Omnichannel Capabilities**

Customer's are turning to online shopping more than ever. Work with a retail POS system that can elevate your business by running your brick-and-mortar and eCommerce stores from the same system. Eliminate issues surrounding stock numbers or returns when everything is in one centralized solution.

### **Personalized Experience**

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According to SlideShare, ***80% of consumers*** are more likely to buy from a company that provides a tailored experience.

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Providing customers with customized deals and promos based on buying history is key to building customer retention and improving retail revenue. This can only be done through an integrated loyalty program that works with your retail POS system.

## Flexible Payments

**Customers want security and payment flexibility.**

Customers have their own preferred payment methods. Make sure your POS solution can deliver a wide variety of secure payment options from cash, check, credit, debit, and even mobile. With an EMV-compliant terminal you can protect your reputation and your customer's information.

## Supply Chain Hero

Avoid stock outs when your retail POS system is connected to the front and back of the house. To avoid selling out of your most popular items, you should have a retail POS system that allows you to set alerts that trigger purchase orders for new products. Know how much you have, how much you need, and lead times for inventory all at the touch of a button.

# HARDWARE

## To Increase Your Retail's Revenue



### Mobile POS Systems

Need to take your POS system with you on the go? Look for a tablet solution that can be both counter-mounted and mobilized based on your needs. A mobile POS system can help with line busting and scalability to increase profitability.



### Self-Service Kiosks

Allow your customers control over their checkout experiences with a retail self-service kiosk. This unit can be landscape or portrait designed with a floor, countertop, or wall mount layout perfect to fit your store's footprint.



### All-In-One Solutions

If you are looking for a more conventional checkout solution an all-in-one POS solution is the perfect fit for you. These types of retail POS systems can help create a personalized yet traditional experience for both customers and staff.



Founded in August of 2001, **Touch Dynamic** is an ISO 9001:2015 certified manufacturer of All-in-One touch terminals, small form factor **PCs, mobile POS devices, touch screen monitors,** and **kiosks** for a variety of industries. We understand the demands of our channel partners and provide unique products and additional value-added services to help them meet the specific needs of their customers. Touch Dynamic has leveraged our employees' extensive experience in these markets to develop a focused product line of unmatched quality and features. We back it with a support staff that is highly skilled and motivated to solve any issue that might arise.