



How Tablet POS Empowers Staff and Enhances Customer Experiences



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As a business owner, you probably have questions about tablet point of sale (POS). When first introduced, many merchants viewed this technology as a replacement for traditional, fixed POS, but as restaurateurs and retailers began to test tablet POS in their establishments, they found that they don't have to take an "all or nothing" approach to using this technology.

Whether restaurant or retail, tablet POS can be used with fixed POS terminals to enhance your existing POS system, complementing it with features and functions that empower your staff to provide an optimal customer experience.

Basic Benefits

Whether you are a retailer or a restaurateur, there are some basic benefits inherent with tablet POS. It enables you to:

- take your POS to your customers;
- scale painlessly — day to day or season to season;
- eliminate training time for new employees, if you select a software solution that uses the same interface for tablets as it does for traditional POS stations, saving both time and money;
- save counter space with tablet POS's small, ergonomic footprint; and
- enhance customer service.



Restaurant Tablet POS Benefits

Your restaurant customers want — and even expect — technology to be a part of their dining experience. Consumers are accustomed to using tablets and smartphones for personal use, and seeing mobile devices at work in their favorite restaurants seems to follow logically. When you make the choice to enhance your restaurant POS system with tablet POS, you can expect a number of benefits:

Streamlined Order-Taking Process

Time is money — this is especially true in your restaurant where the more customers you can serve in a shift, the more revenue you generate. The amount of time your customers have to wait to place an order, the ordering process itself, and communicating the order to the kitchen are all activities that represent a potential savings in time.

Tablet POS saves steps, literally. Your wait staff can take an order on a tablet right at the table, eliminating the need to take notes on paper and walk to a fixed POS terminal (and then, perhaps, wait in line behind other servers) to enter the order. The order is immediately transmitted to the kitchen, seconds after your customers communicate it to your server standing at the table.

Decreased Order Errors

Because orders are entered directly via tablet POS at the customer's table, the number of ordering errors will be decreased. Your wait staff can review modifiers when taking the order and make corrections before it is transmitted to the kitchen. By using tablet POS at the table, note taking and memory errors will be nonexistent.

Tablet POS can make taking orders seem more like a relaxed conversation rather than a hurried process. This should help reduce errors and changes on the customer's part as well — they can make sure the order is correct and they will be served exactly what they want. This will contribute to a more pleasant dining experience.

Inventory at Your Servers' Fingertips

Tablet POS can empower your wait staff with extensive information on your restaurant's fare, literally placing it in their hands at the customer's table. They will have the answers to customer questions about food and drinks on the menu that servers may not typically know, and they can also share information on meal ingredients for customers with allergies or other food restrictions. Integrated with your traditional restaurant POS system, tablet POS can also provide servers with updates about menu changes and availability. Tablet POS can also provide prompts to wait staff to upsell or cross sell, which can help move particular menu items.

Decreased Customer Wait Time

No one likes to wait for an extended time — and although the limits of your customers' patience will vary, keeping wait times as short as possible can help insure you have satisfied customers who won't hesitate to return to your restaurant. With tablet POS, you can save minutes because each order is sent directly to the kitchen from the customer's table, ensuring that chefs and cooks can begin preparing customers meals as soon as possible.

Pay at the Table

When customers have finished dining, tablet POS also enables servers to take payments tableside, which can also save time. Your customers won't have to wait as servers line up at a fixed POS terminal to complete their payment transactions. This will also eliminate any confusion created at a busy checkout that could lead to errors. Customers will feel secure — their payment cards will never leave their sight during the checkout process — and will appreciate the ability to quickly complete their transactions.

Increased Table Turn

Adding up the first five benefits on this list, with efficiencies from the order to payment, when you use tablet POS, customers should move through your establishment more quickly, increasing table turn. Without rushing your customers, tablet POS lets your staff operate more efficiently, giving prompt attention to each phase of a diner's experience and ensuring an enhanced customer experience, while saving time — which can be used to serve new customers and increase revenue.

Reduce Labor Cost

In quick service environments, you can add tablet POS as docked, self-service stations where customers can place and pay for their own orders.



Retail Tablet POS Benefits

When it comes to tablet POS for retail, you can tailor its use to enhance your business — with your clientele, your merchandise, and your brand in mind. Not every retailer can benefit from trying to provide an “Apple store” experience with technology integrated into just about every aspect of the retail experience. It’s important to assess how technology can be best used for the benefit of *your* operation and *your* staff.

Communicate to your solutions provider how you envision using tablet POS in your store on an operational level — whether the emphasis will be on payment transactions, inventory management, or customer engagement — and work to help develop the right solution for your business. Remember that buy-in from your staff during the planning phase can help ensure smooth deployment of the solution.

There will be differences in how various retailers will leverage tablet POS, but there are two capabilities, however, that virtually all can benefit from: line busting and sales floor inventory assist.

Line Busting

Tablet POS can expand the full range of customer services capabilities of your fixed POS by adding one more to the list: line busting. At times when stores are most crowded — like during the holiday shopping season or a storewide sale — you can deploy sales associates with tablets to shorten long checkout lines. And the familiar, intuitive user interface of tablet POS will help you train seasonal or temporary help quickly to use it — giving you more flexibility when making assignments to members of your staff.

Sales Floor Inventory Assist

Tablet POS facilitates in-aisle assisted selling, enabling sales associates to engage with shoppers, answer their questions, and complete transactions, all by using the tablet.



Tablet POS: A Versatile, Cost-Effective Solution

Because of the versatility of this solution, tablet POS provides merchants with a variety of options — often offered at a lower price point than traditional, fixed POS terminals, including:

Fixed-Base With A Mobile Solution

If you're an SMB looking to move away from the cash register, tablet POS can be used as a cost effective option for fixed-based terminals. You can create "fixed" POS by adding a stand to hold the tablet, and detach it from the stand to use it for mobile applications mentioned above.

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Temporary Fixed POS Terminals

If you're a larger business entering a busy season and need to add more fixed terminals temporarily to handle increased traffic flow, tablet POS configured as a fixed terminal can help create additional checkout lines — and tablets can be detached later for line busting, sales floor assisting, or pay at the table, as needed.

Why Buy Tablets from a POS Dealer?

Your POS dealer can deliver a solution tailored to your business that includes:

- A preloaded software solution with training and support.
- Ruggedized hardware, including tablets designed for harsh restaurant and retail environments.
- Advice on and expertise in setting up a wireless network that complies with the Payment Card Industry Data Security Standard (PCI DSS), as well as other security solutions for your business.
- Recommendations for POS peripherals such as cash drawers and printers and advice on managing them.



How Can Tablet POS Work for You?

Your POS dealer can also help you solidify a strategy for using tablet POS in your business — not necessarily as a replacement for a traditional POS system, but as an enhancement, bringing additional functionality to your existing system.

Tablet POS gives you the freedom to conduct activities such as payment transactions and customer service and engagement where it makes sense to do so — they don't have to take place at a fixed terminal. This can mean quicker, more meaningful interaction between your staff and your customers, and, in turn, more efficient operations and increased customer loyalty.

Explore the possibilities tablet POS could open up for your business.

