



## **Benefits of Buying Local:**

Boost Your Business by Establishing  
the Right Partnerships

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After a long fifteen months of online purchases and app-fueled deliveries from the big chains that could most speedily adapt to social distancing guidelines, a young professional is excited to finally be returning to her favorite local grocery store. She buys apple juice grown and pressed down the highway from her office, bread baked from local wheat at a bakery next door, and various vegetables and meats from local farms. Everything sold at this grocery store/deli comes from a 100-mile radius, and this woman is so happy to be supporting so many members of her community all at once. As her items roll down the conveyor belt in the checkout line, she finally notices the one thing in the whole store that isn't locally sourced: ***it's their point of sale technology.***



When you think about the concept of buying local, you often think of operations like this grocery store: local produce, local beverages, maybe even entertainment from around the area. You may also think of the Christmastime push to “shop small” by purchasing items from local, independent establishments. These are excellent opportunities to help grow and retain your customer base while enhancing your community; after all, customers are more excited than ever to support local businesses and their fellow community members.

But there's one great local investment that too many businesses forget about: their technology. Businesses leave massive growth opportunities on the table by opting for big brands over regional, service based options. **Here's why:**

## Local Products Mean Local Service

Buying local products typically means your vendors are more accessible than larger, global resellers. Local vendors can respond to you faster if you need to contact them, which is easier for you if you have to adjust to unforeseen circumstances. For example, say you order a product from a multi-national online chain, and it ends up getting back-ordered. It's difficult for you to problem-solve as it's often near-impossible to speak to a real person. Even when you can reach someone, they often can't do much to help you, and you don't have any control over the situation, leaving you feeling helpless.

But when you choose to obtain your ingredients, items, parts, and services from local suppliers, they're more than willing to problem-solve with you. For example, if you'd ordered that same product from a local provider instead of a multinational online chain, perhaps they would be able to offer you a suitable substitute they have in stock right down the road. **Problem solved!**

Not only do you have more access with local vendors, people are generally more likely to respond to your needs when they know you personally. Instead of viewing you as a faceless business, they see you as a partner they can help. With a large corporation, you simply can't expect that kind of personal service and problem solving. In buying local, you develop relationships with your vendors (outside of chatbots and apps) that ensures you're more likely to get to the bottom of any issues that may arise. Local service is worth the local purchase.

## Leverage Community Partnerships to Grow Potential Audience

One of the best ways to entice people into trying out your shop or restaurant is by partnering with other local shops. This method is that category of "local" that is top-of-mind, and it includes:

- Sourcing locally grown ingredients
- Entertaining with community groups and talent
- Hand-made items from stores or individuals in the area
- Teaming up with a bakery/brewery/fellow restaurant

One reason to leverage these offerings is to show your dedication to others in your community. A [study](#) showed that 72 percent of people believe that locally-owned businesses were more likely to improve their communities. Surely when you add in one locally-owned business supporting another, that effect would only be increased.

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— READ STUDY —



The second reason that community partnerships benefit you is through new customer acquisition. You can pull in new potential customers that like or support the business you're partnering with—and vice versa. Both businesses see their customer base grow.

Additionally, even your established customers might need a little extra nudge to return to your establishment. By offering more of your community's goods and services in one location, you're more likely to get people off their couches and into your store or restaurant.

**Consider this:** People care about their communities and dedicate themselves to helping each other. According to a [study](#) conducted by Cone Communications, nearly 90% of American consumers surveyed said they would purchase a product because a company supported an issue they care about. Community growth and small business support are huge issues that people care about right now, especially having recently seen many of their favorite businesses be forced to shutter their doors permanently.

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## Invest in Regional, Service-Centered Technology

In the past few years, businesses across the world have been forced to adapt to the most modern technology in order to survive and thrive. Many people have resorted to adopting the most popular, easiest-to-find technologies without fully understanding the range of options available to them. Even when they're aware that they have options, restaurant owners can understandably be influenced by the massive marketing dollars that the largest tech companies pour into marketing. Service-centered software creators invest their time and money into their regional network of resellers rather than advertising, benefiting the restaurant owner in the end.



Ultimately, the concept of *buying local* isn't just about shopping at your hometown grocer or investing in community talent; it includes your resident tech providers as well. The benefits of choosing a technology provider in your area over the biggest, loudest options on the market are great. From getting to know your needs on a deeper level to helping you problem-solve, a local provider is far more likely to have your best interests in mind. When you choose a local technology partner, you're getting that fast service and community-spirited care in the technologies that drive your business.

## ✓ Finding You the Right Solution—Not the Most Popular

**Every business is unique;** two different restaurants can have wildly different tech needs based on their size, operation, and goals. The solution that you require to boost your revenue isn't going to be one-size-fits-all. You need technology experts who assess your operations and help you determine the best solution for your needs. If you simply select the first technology solution that pops up when you search on Google, you may be settling for something less than ideal for your customers, your operations, and your bottom line. They may have the biggest marketing department, but will they take the time to get to know how you differ from others in your industry? Is their solution customizable to your needs? Will they have the time to discuss your concerns? With enormous corporate enterprises, you're less likely to get the one-to-one attention and service you deserve. The right solution for you will offer the same level of service you would provide to your own customers.





## The Follow-Up Factor

Good service from a tech provider lasts long after they've sold you their software. The attention and care that you receive when you're seeking out a new technology should last throughout your business partnership. Oftentimes you'll receive ample attention and wide-reaching promises from a large tech company only to be left to fend for yourself once implementation has begun.

What if you have a question about their system; do they offer support? What if your business model shifts; will they help you to adjust your solution to meet your new needs? Can you even get them on the phone once their sales department has sent you an invoice?

When you choose a local, service-centered tech provider, you know that you'll be able to speak with them in person, on the phone, over video, or however you prefer. They will continue to provide you their expert suggestions, and are available to you when you need them most. Even if you don't face a problem or crisis, they're still likely to check on you, see how your establishment is doing, and ensure that their software is performing well for your business.

As already outlined, local service offers higher value, better response time, and an overall better experience for you and your business's bottom line.



Just like a local apple makes a better pie, a local technology solution offers better service to you and your customers.

# Your Point of Sale Needs: Going Local

Your point-of-sale system should come with a team of experts ready to help you maintain and grow your business. NCC and our entire network of local resellers are here for you. With us, you always have a person at the other end of the phone, listening and ready to help. To understand what you and your business stand for, we'll visit your restaurant or retail location to better and assess your operations.

**We care about you and your community, and we want to see both succeed.** You can count on us and our team of resellers to provide the best point-of-sale technology and the best service in the business. Other POS systems and payment terminals preach “buy local” without providing the service that should accompany *local partnerships*. If you're looking to improve your business (and boost your community), call NCC today.



## About NCC

*Since 1986, NCC has been delivering comprehensive software solutions to businesses in the hospitality and retail industries. Our software engineers combine years of experience in software development with a strong understanding of restaurant and retail operations to create products designed to work in a wide variety of environments.*

*Through a world-wide network of reseller partners, NCC has installed over 50,000 POS systems in more than 35 countries. NCC products are installed in wide range of retail and hospitality concepts including Table Service, Quick Service, Fast Casual, Bars, Night Clubs, Delis, Frozen Yogurt, Delivery and Concessions.*