POS CHECKLIST

5 Things Retailers Must Know Before Upgrading

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Retailers know that a reliably functioning point-of-sale (POS) system is critical to customer satisfaction. According to the _2019 POS/Customer Engagement Survey_ from BRP, **82%** of consumers say the ease of checkout and payment is an important factor in choosing where they shop. According to the report, "Retailers are looking to refresh their hardware with the latest offerings to take advantage of faster processor chips and larger storage needed to efficiently run more advanced software."

For retailers considering a POS system upgrade, the technology they choose should excel in five key areas:

- ‣ Usability and performance
- ‣ Flexibility
- ‣ Serviceability
- ‣ Architecture
- ‣ Reliability

This checklist explores the importance of each of these five areas and evaluates the benefits of an all-in-one POS system designed to address key retail pain points. With the right POS system in place, your brand will benefit from improved operational efficiency as you deliver a consistent and engaging customer experience.

1. USABILITY AND PERFORMANCE

People form the core of any successful brand, and a well-designed POS system can help you attract and retain quality in-store associates. The right feature sets keep team members involved and attentive, while putting productivity-boosting automation tools at their fingertips.

The ability to support advanced retail commerce initiatives — including click-and-collect, scan-and-go, digital marketing, results-driven personalization and next-generation loyalty programs — is also crucial in maintaining a connection between associates and shoppers. When these technologies support the customer journey without disruption, it results in the best possible buying experience.

- ✔ Look for a POS system that's designed to keep in-store staff engaged and productive. Associates shouldn't be chasing the technology. Instead, the tools provided to them should fit into their workflow and adapt to their usage patterns and needs.

- ✔ Focus on a POS system with intuitive navigation. Sales team members will need to quickly input information multiple times a day when completing transactions. Cumbersome menus shouldn't slow them down.

- ✔ Determine where associates can be more productive. For example, a powerful all-in-one solution with dual displays — featuring customer-facing marketing on one side and associate-facing information on the other — could produce significant improvements, adding another natural customer engagement touch point and saving time during checkout.

2. FLEXIBILITY

Successful retailers are agile, taking advantage of emerging opportunities without getting bogged down by outdated processes. That same flexibility is important when it comes to a POS system. The right platform will integrate cleanly with your current infrastructure and ensure your organization can quickly adapt to changing technology needs and evolving market conditions.

- ✔ The POS system should be flexible enough to integrate with existing legacy systems. Rather than juggling multiple data feeds, a robust solution can be consolidated into your master stream, providing you with a single data set — reliable, accurate, and timely — for analysis and action.

- ✔ Leading POS systems no longer require disruptive software replacements to support new features and expanded capabilities. A sophisticated all-in-one platform will have the connection points to sit alongside your other infrastructure components.

- ✔ Consider the value of POS hardware that can be mounted using multiple location points. The best spot in one store may be on a pole, while the physical footprint of another location might allow for countertop use. Consider your stores' possible configurations and select the platform with the flexibility to meet your needs across every installation.

- ✔ The ability to attach additional devices to the POS hardware will also influence your selection. Evaluate which connections your stores require today and how those needs may grow tomorrow. An all-in-one platform can scale to keep pace with your unique requirements.

3.

SERVICEABILITY

POS system serviceability is critically important when it comes to remaining efficient and operational. On-site work to resolve problems and restore service is expensive and time-consuming. Closing the gap with technology talent is its own challenge in today's tight labor market.

- ✔ A top-tier POS system will support remote management and monitoring. Advanced tools significantly reduce the need to send technicians out for troubleshooting and repair. Most issues can be fixed remotely, and next-generation monitoring capabilities can provide your staff with early warnings about conditions that could indicate trouble.

- ✔ A competitive POS system provides visibility into the health and operations of your retail store (hardware and software) in real time, from device/asset view of inventory to predictive service. It's all about ensuring optimized uptime and availability, as well as giving your technology experts the ability to spot potential issues quickly and resolve them before they impact operations at the store level.

- ✔ The hardware components of a well-designed POS system are quick and easy to service when on-site support is required. When wall-to-wall services are needed, they should support a multi-vendor environment while maintaining a single source of accountability. They should also be reliable, cost-effective, expandable, and flexible, thereby minimizing system downtime and disruption while increasing customer satisfaction.

4. ARCHITECTURE

As technology continues to advance and mature, a robust POS system can help your organization avoid making significant ongoing investments. A solution designed for the future will help you stay up to date with the latest versions of the tools and systems you've already invested in — even as individual components change.

- ✔ Look for a POS system that moves your brand away from outdated operating systems and older hardware. This strategy will help you overcome the technical debt associated with legacy system customization, maintenance, and eventually replacement.

- ✔ The right POS system crosses the silos and boundaries that often arise when disparate systems try to exist within the same IT environment. An all-in-one solution can be integrated to give you a more holistic view of your data, broader functionality, and fewer components that will require individual upgrades later.

- ✔ A POS system developed for modern commerce should include a retail-optimized operating system that can take store systems to new levels of performance with the speed of change demanded by the retail industry. It also should migrate applicable business systems to the cloud and maintain strong security of customer and retailer data in the process.

5.

RELIABILITY

Downtime is a critical error in retail. If a register is out of service or if the system isn't performing optimally, the effects can be huge. Reliability is a key issue your brand should keep at the forefront when evaluating POS systems.

- Emphasize the need for physical durability in every piece of POS hardware. Sales counters are notorious for being overloaded with merchandise and other items. The result is a crowded, dusty area with little airflow. A device that can survive being too warm from poor air circulation may mean the difference between failure and uptime.

- Consider options to improve the area's conditions. An all-in-one POS that can be removed from the counter — placed instead on a pole, mounted to the ceiling or wall, or installed as part of a hub, for example — not only cleans up the cash wrap, it also prevents numerous potential service issues.

UPGRADE YOUR POS
SYSTEM WITH CONFIDENCE

As retailers work to stay on top of an evolving list of consumer expectations and technology challenges, many of the pain points identified by CIOs and COOs can be addressed with the implementation of the right POS system.

Toshiba's TCx 800 system rises to the top in each of the five key areas outlined in the preceding pages. This solution offers best-in-class usability and performance, unparalleled flexibility, value-added serviceability, forward-looking architecture, and rock-solid reliability. With a proven system handling your POS needs, you can be sure your brand is positioned to stay ahead of shopping and payment trends, enabling you to delight your customers and achieve outstanding productivity at the store level.

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Toshiba_Comms@toshibagcs.com

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201.257.8528
info@retailtouchpoints.com