INCREASE SALES AND SERVICE QUALITY WITH MOBILE POINT OF SALE (MPOS) TECHNOLOGY

MOBILE POS

While the mobile computer alone can provide many different functions to streamline business processes, adding a mobile payment reader can enable anytime, anywhere payment processing with any type of card — including debit, credit, loyalty and gift cards as well as NFC. The MPOS consists of a handheld mobile computer that can connect to your wireless LAN, a standalone or snap-on payment transaction reader and if on-the-spot printing is required, a compact mobile Bluetooth-enabled printer that can be easily worn on a belt. Motorola's MPM-100 is a standalone payment device that connects via Bluetooth to different Windows Mobile and Android-based mobile computers, while snap-on accessories are designed for a specific Motorola mobile computer.

THE CHALLENGE:
THE IMPACT OF THE WIRED
POS ON CUSTOMER SERVICE

Service is the foundation of your business. A retailer can slash prices. A restaurant can roll out nightly specials. A stadium can offer coupons for a free beverage at a sporting event. But at the end of the day, the in-store and in-restaurant customer experience trumps all, where long queues and poor service can quickly sour even the most loyal customer relationship. And one function that is crucial to the customer experience is your last point of contact during any purchase — your point of sale (POS).

The last thing your customers do before they leave your establishment is to pay for their purchases. The payment process is the last chance you have during a particular visit to leave a good impression, the last chance you have to impact the customer experience. While controlling service levels at the POS is crucial, wired point of sale (POS) stations become chokepoints through which all customer payments are funneled — regardless of whether your customers are standing in line at a retail store or amusement park or whether a server in a restaurant is waiting to make payment for the customer. As customer traffic ebbs and flows, so do the queues at the POS. During peak hours, customers are subjected to long queues and long wait times.

RE-INVENTING CUSTOMER SERVICE IN SMALL RETAIL SHOPS WITH MPOS

This boutique retailer eliminated the fixed POS altogether — turning instead to the next generation in personalized, differentiated service where any sales associate can take care of any question or transaction, without ever leaving the customer's side. Jane enters the store looking for a specific sweater. She's greeted by a friendly sale associate who swipes her loyalty card to access her customer information and check for any discounts she may be entitled to today. With the press of a few keys, the associate checks inventory and notifies a worker in the backroom to bring out the right size and right color. In the meantime, the associate notes in Jane's customer file that she likes jewelry. The associate presents a newly arrived necklace that matches the sweater perfectly. Jane decides to purchase both items. The salesperson rings up both items on her mobile device, swipes Jane's loyalty card to apply a frequent customer discount, swipes Jane's gift card to use the remaining balance, and then swipes Jane's debit card to cover the remaining balance. Jane enters her PIN number on the mobile payment module keypad and is in and out of the store in minutes, with exactly what she was looking for… and more. The personal experience leaves Jane feeling positive. She shares her experience with friends at lunch, providing the retailer with that much sought-after marketing initiative that money can't buy — word of mouth.

In addition, the wired POS has other downfalls. In retail, a store associate may have provided excellent service, but when the customer must leave the associate to travel to the POS, you create an opportunity to lose the sale — the customer might abandon the sale due to long queues, or simply decide to take more time on the purchase decision. In restaurants, security becomes an issue the moment a credit card is carried away to the POS by the server —the card could be misplaced or the information skimmed for use later by an unscrupulous worker. And in stadiums with mobile vendors who only accept cash, lack of flexibility at the POS forces patrons who want to pay by credit or debit cards to leave their seats and travel to the concession stand — or the inconvenience causes a lost sale.

THE SOLUTION: MOBILE POS (MPOS) — FOR FLEXIBLE, ON-THE-SPOT PAYMENT ACCEPTANCE AT THE POINT OF DECISION

Today's mobile technology lets your business shed the wires of the traditional checkout stand and accept customer payments wherever and whenever needed. No longer limited to a fixed register, the mobile POS allows you to offer your customers brand new conveniences that improve the quality and speed of service. Now, payment can be completed anywhere, with virtually any card. Retailers can process payments on the sales floor, in the parking lot or on a sidewalk on a rainy or cold day, at a kiosk in the middle of a mall and more. Restaurants can process payments right at the customer's table. And event venues can allow patrons in seats to purchase food and drinks via credit and debit cards.

HOW DOES IT WORK?

A mobile POS solution consists of a handheld mobile computer with a payment card reader and a compact and lightweight portable printer. Employees simply swipe whatever cards are required to complete the purchase — including magnetic stripe and Chip and PIN-based credit, debit, gift and loyalty cards. The customer's card information is encrypted and sent over the wireless LAN (WLAN) or wireless WAN (WWAN) for instant processing and authorization. Once the charge has been authorized, the customer either signs on the screen of the mobile computer, or enters their PIN on the pin keypad to complete the transaction. Employees can then print out a final receipt for the customer, right on the spot. And for added convenience,

employees can even offer to email a copy of the receipt to the customer. And flexible MPOS technology can either replace the traditional wired checkout stand, supplement wired POS stations, or both.

MPOS IN THE RETAIL STORE

MPOS technology can be implemented in the retail store in several different ways:

THE CREATION OF THE 'FULL SERVICE ASSOCIATE'

With MPOS, a retailer can replace the wired POS, freeing your associates to cater to the needs of your customers from the moment they enter your store to the moment they leave — true 'service with a difference'. While most merchants have traditional cash registers to accommodate customers who wish to pay by cash or check, all merchants have found that MPOS technology delivers significant benefits — from the elimination of the high cost of wired cash wraps to the prevention of abandoned sales during busy times, a better customer experience and increased loyalty. With a mobile computer, associates can ring up the sale right at the point of decision as well as check pricing and inventory, request delivery of an item that is in the backroom, locate and reserve an out-of-stock item in another store location, up sell additional items and accessories, or even place an order for next-day delivery from the store website. Service is faster than ever before and the opportunity for a lost sale is minimized.

QUEUE BUSTING TO REDUCE WAIT TIMES AT THE WIRED POS

During busy times, employees can jump in and complete sales right on the spot, with powerful line busting capabilities that prevent long wait times to pay for merchandise — and opportunities to abandon purchases. The MPOS solution can be used to queue bust in two ways. Since the MPOS provides a complete payment station, you can open as many additional POS stations throughout the store as needed to eliminate long queues. Alternatively, associates can use the same mobile computer to scan the items in shoppers' baskets while they are in line. Once scanning is completed, the associate prints a preliminary receipt with a single bar code that is given to the customer. Once the customer reaches the register, they are only one step away from completing their purchase. Cashiers can simply scan the bar code on the preliminary receipt to automatically enter the entire itemized list of items into the register and present the total due to the customer. The transaction is completed and customers are on their way in just moments.

# MOBILE POS HELPS LARGE 'DO-IT-YOURSELF' RETAILER RING UP MORE CUSTOMERS — FASTER THAN EVER

One of the world's largest home improvement stores put 30,000 MPOS-enabled Motorola MC75 mobile computers in the hands of sales associates in nearly 2,000 stores to improve customer service. Now, associates check inventory and price, call a supervisor or associate in another department and ring up purchases right in the aisle — all with just one device. The result? Over one million transactions were rung up in the aisles in the first 3 months alone, helping this retail giant achieve one of its most crucial goals — speedier checkout — all with an expected payback of less than a year.[1]

THE MANY BENEFITS OF MPOS IN RETAIL

MPOS provides many benefits, allowing retailers to:

- **Deliver more personalized service.** Since your associates can now provide your customers with true on-the-spot end-to-end service, shopping in your store couldn't be easier or faster. There is no shuffling of customers from salesperson to cashier. Your associates have the opportunity to build stronger relationships with your customers that improve customer loyalty. And the improved personalized service becomes part of your brand, providing a real competitive advantage.

- **Improve customer convenience: any card… anywhere.** Some customers prefer credit cards while others want to use their debit card. Some will present their loyalty cards to receive discounts or points for their purchase. Others may be paying for their purchases with gift cards. With MPOS, your customers have the freedom and flexibility to use whatever card or payment method they wish, anywhere in your store — including contactless NFC payments made via their mobile phones.

- **Eliminate wait times at checkout.** When all your POS lanes are open and wait times are still unacceptable, associates with mobile computers can be dispatched to set up as many virtual POS stations as needed, anywhere in the store. Long queues never frustrate your customers. They're in and out as quickly as possible, and on to the rest of their busy day.

- **Increase sales.** While customers are on their way to the POS, they have the opportunity to abandon the sale. They may change their mind, decide to look for better pricing or find a long checkout line daunting. When associates can process payment right at the 'point of decision', the opportunity to lose the sale during the trip to the checkout lane is eliminated

  In addition, queue busting with MPOS can also help increase sales. As customers discover that there is never a long wait in your store, they will no longer think twice about stopping in during peak shopping times for fear that the queues might be too long. Shoppers no longer turn around within seconds of entering your store when they spot long checkout
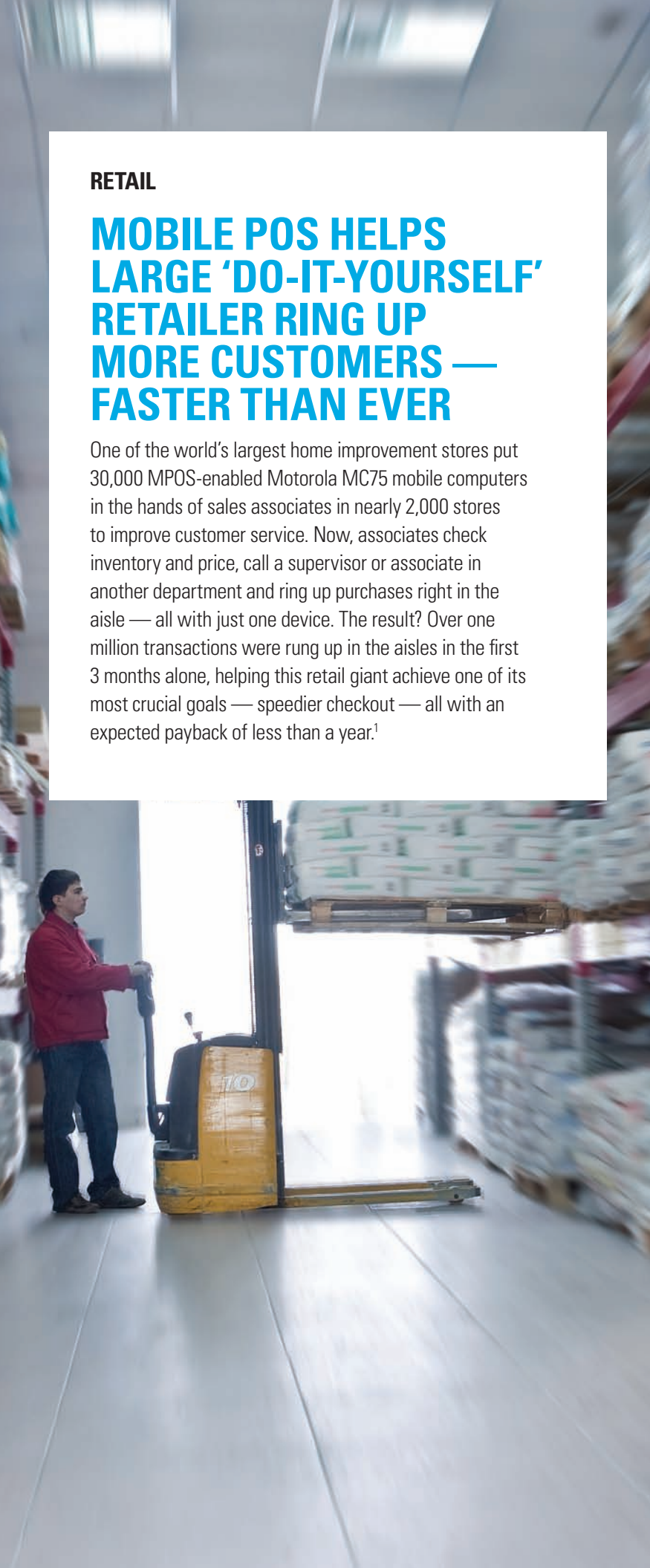
queues. Shoppers are less likely to abandon their shopping basket because they simply don't have the time or patience to keep waiting in line. In addition to increasing sales, the 'no-wait' checkout line becomes a part of your brand, a differentiator that sets you apart from the competition.

- **Modify your store layout easily and cost-effectively.** In the fast moving world of retail, trends are always changing — trends that can impact how you want to design and lay out your store. Moving wired POS stations is expensive — these stations are typically considered permanent fixtures. Since the MPOS is wireless, there is no need to move network cabling or power outlets. Retailers are free to redesign the sales floor whenever it will best serve the business, able to easily move displays, add new displays, give the store a face-lift or reconfigure traffic patterns during holidays to improve sales and the customer experience.

- **Maximize the value of every inch of your sales floor.** Every retailer's goal is to increase regular clientele. But to accommodate major increases without creating long queues at the POS, you'll likely need more POS locations. An MPOS solution allows you to dynamically add however many POS stations you need, when you need them — without reducing the available floor space for inventory or promotional displays. The MPOS is rugged enough to be used outdoors in bad weather to further increase productivity as well as sales and customer service levels. For example, in an outdoor lot, an associate can help a customer choose a Christmas tree, ring up the purchase right on the spot and load the tree onto the car. And if you choose to replace all your wired POS with MPOS stations, you no longer need to allocate floor space for dedicated cash wraps. Instead you gain more merchandising areas to help increase sales — without leasing additional square footage or your rent.

- **Reduce the cost per POS.** An MPOS is much more cost-effective than the traditional POS. There are no registers or checkout stand fixtures to purchase, nor are wiring or outlet installation required. Space previously utilized for wired POS stations expands the available sales floor space, helping increase the merchandise mix and your sales.

In addition, unlike the wired POS wrap station, spare units are more affordable, easily stocked in the back room. Now, a malfunctioning 'pay point' no longer requires you to re-direct customers to another register or a different area of the store to pay for purchases. Employees can simply retrieve a working unit from the back room and the 'pay point' is back in service in just a minute or two.

- **Increase safety.** In big box home improvement stores, customers with large carts of items such as drywall, lumber and pre-hung doors can create a backup at the POS. As carts laden with large items back up into the aisles of your store, other customers are forced to navigate around them, creating potential safety issues. With an MPOS in hand, associates can divert customers with large carts to an area where they can be safely rung up on the spot, creating a safer store environment while minimizing POS queues.

MPOS IN THE RESTAURANT

When restaurants put an MPOS in the hands of servers, all those trips to the POS are eliminated, giving servers more time to focus on what really matters…their customers. Servers no longer need to travel to the POS and wait in line to place orders for drinks, appetizers, meals and desserts, or to complete payment at the end of a meal. And in addition, servers can use the wireless handheld computer to access a wealth of information, from real-time menu changes, to ingredient information, prompts that help ensure every order is complete, as well as the answer to many questions that previously required a time-consuming trip to the kitchen — such as whether a dish is gluten-free or contains nuts.

THE MANY BENEFITS OF MPOS IN THE RESTAURANT

MPOS technology allows restaurateurs to:

- **Protect service quality: ensure the last impression is a good impression.** Customers may have enjoyed a wonderful meal with great service, but if they have to wait a long time for payment to be completed, their last impression will have a negative impact on the overall customer experience. With an MPOS in the hands of your servers, there is never a wait. Customers simply present their credit or gift card to the server, who then processes

IMPROVE SERVICE AND PAYMENT CARD SECURITY IN YOUR RESTAURANT WITH MOBILE POS

This server is ready for anything. Equipped with a mobile computer, he can wirelessly send orders directly to the kitchen, so customers get food and drink without delay. The mobile device prompts him through the ordering process, so every detail is captured — from side dishes to whether a steak should be rare, medium or well-done. Real-time information from the kitchen lets the server know when orders are ready for pick-up, so they are delivered within moments of preparation. Since the server can see the ingredient list for each item on the menu, he can tell a customer if an item is dairy-free — without a trip to the kitchen. And when it comes time for a guest to pay, he can process that payment on the spot, right at the table, with the credit or debit card in full view of the customer at all times. Without all the trips to the POS, servers are more attentive to customers, able to provide better service for more satisfied customers, larger tips — and repeat business.

payment on the spot, without ever leaving the table. Servers can even swipe loyalty cards to record purchases for discounts or points. And since the integrated keypad in MPOS devices allows patrons to enter a PIN right at the table, your customers can use debit cards to pay for purchases, providing more payment options.

- **Improve credit card security.** With mobile payment processing at the table, diners have the peace of mind that comes from never losing sight of their credit cards. Credit card skimming is no longer possible. The card can't inadvertently be charged twice. And a diner's card won't accidentally end up in the hands of another guest.

- **Increase server productivity.** By eliminating all the trips to the POS, server productivity is increased. The same number of servers can now provide better service to more tables, helping contain staffing costs without impacting service quality. And at the same time, servers can make more tips, increasing job satisfaction and reducing turnover.

- **Increase sales.** Since the overall process of serving tables simply takes less time, service is faster, enabling more table turns in fast turnover environments. In addition, as orders are entered into the handheld mobile computer, you can present servers with complementary items to suggest. You can serve more customers, and the average check size is increased.

GET POS FUNCTIONALITY AND MORE FOR A RAPID RETURN ON INVESTMENT (ROI)

In a world that grows more mobile every day, the MPOS solution is a natural evolution for POS technology. With mobility, you can break free from the wires that limit the traditional POS, allowing you to enable all or part of the transaction process wherever needed to improve and preserve service quality — from complete payment processing to pre-scanning items in the baskets of shoppers in line.

MPOS also offers another value — unlike the POS, it is not a point solution. The handheld mobile computer that is at the heart of the MPOS is a multi-function device that can serve many purposes. In addition to allowing employees to ring up purchases and access sales-related information, that same device can be utilized after hours to take inventory, conduct shelf audits, execute markups and markdowns, reconcile and process incoming shipments, alter electronic signage and even enable two-way push-to-talk (PTT) communications between workers with other TEAM-enabled Motorola mobile devices. The number of devices you need to purchase and manage is reduced. The number of devices your workers need to carry and manage is reduced. And you get a single device you can put to work every minute of the business day — an investment with a rapid return.

To find out how you can benefit from mobile POS technology, please visit us on the web at www.motorolasolutions.com/MobilePOS or access our global directory at www.motorola.com/enterprisemobility/contactus

EVENTS

INCREASING SALES AT EVENT VENUES WITH MOBILE POS

Sports fans have long needed to bring ample cash along to watch their favorite team play — cash to pay the parking attendant and buy beer and peanuts at their seat. However, this stadium implemented a mobile POS solution, giving fans the added convenience to use debit and credit cards to increase seat-side sales. Now, purchases can be made anywhere in the park — even in less-than-favorable weather conditions. And kiosks selling ice cream, popcorn, drinks or souvenirs can be positioned and even moved during the game to help maximize sales.
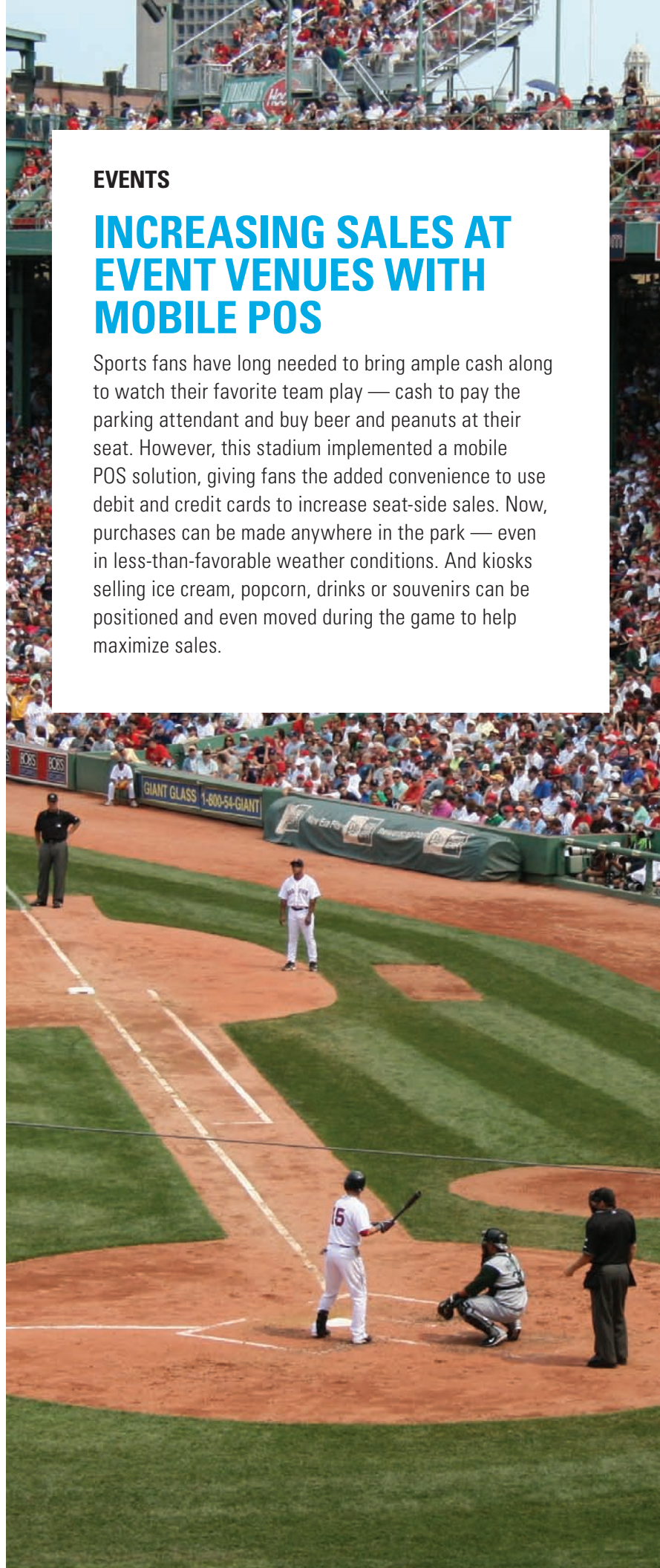
THE MOTOROLA MOBILE PAYMENT PORTFOLIO

The following chart illustrates the various standalone and snap-on mobile payment solutions available for different Motorola mobile computers.

	MPM-100: STANDALONE BLUETOOTH DEVICE (SCAN-AND-PAIR READY)	SNAP-ON MAGNETIC STRIPE READER (MSR)	SNAP-ON DEBIT CARD READER	SNAP-ON CHIP AND PIN CARD READER
Description	Single rugged standalone payment device that is compatible with a variety of Motorola mobile computers	Snap-on accessory specifically designed for the device	Snap-on accessory specifically designed for the device	Snap-on accessory specifically designed for the device
Types of Payments	• Credit cards • Debit cards • Smart cards • Chip and PIN or magnetic stripe • Near Field Communications (NFC)	• Credit cards	• Debit cards • Credit cards	• Debit cards • Smart cards
Operating System	Windows Mobile and Android	Windows Mobile	Windows Mobile	Windows Mobile
Drop Specification	4 ft./1.2 m drop to concrete plus MIL STD-810G over the full operating temperature range	4 ft. drop to concrete	4 ft. drop to concrete	4 ft. drop to concrete
Tumble Specification	250 1.6 ft./0.5 m tumbles (500 consecutive drops)	1,000 1.6 ft./0.5 m tumbles (2,000 consecutive drops)	1,000 1.6 ft./0.5 m tumbles (2,000 consecutive drops)	500 1.6 ft./0.5 m tumbles (1,000 consecutive drops)
Sealing	IP54			
Operating Temp. Range	14° F to 122° F/-10° C to 50° C	-4° F to 122° F/-20° C to 50° C	-4° F to 122° F/-20° C to 50° C	14° F to 122° F/-10° C to 50° C
Insertions	Rated for 500,000+ MSR swipes and 500,000 Chip and PIN mating cycles	Rated for 500,000+ card swipes	Rated for 500,000+ card swipes	Rated for 500,000+ card swipes
DEVICE COMPATIBILITY				
ES400				
ET1				
MC55				
MC65				
MC75				

1.   Home Depot Quickly Hits 1 Million Mark for Mobile POS Transactions; Adam Blair; Retail Info Systems (RIS); 03/01/11; http://risnews.edgl.com/retail-best-practices/home-depot-quickly-hits-1-million-mark-for-mobile-pos-transactions70927?referaltype=newsletter; Home Depot's $64 Million Mobile Investment Rolls Out to 1,970 Stores; Adam Blair; Retail Info Systems (RIS); 12/07/11; http://risnews.edgl.com/retail-news/Home-Depot-s-$64-Million-Mobile-Investment-Rolls-Out-to-1,970-Stores56966

MOTOROLA