Make payment pain a thing of the past

How mobile point of sale can help boost your business and keep your customers happy
People don’t like parting with pennies. Or dishing out dollars. It’s a fact of life.

But if we can make life a little easier when it comes to coughing up at the coffers, customers will love us for it.
Cash is convenient, but few carry enough to purchase anything but small items.

And when was the last time you saw a check, let alone paid with one?
Of course, people are used to keying a few numbers into a terminal and paying with a card. While those devices are commonplace, they are a bit, well, broken. They’re not very mobile and credit card acceptance and processing can take more time than it seems to be worth.

How?
Take a look at business owner Penny.
Penny’s company sells stylish kitchens through an online store and home consultations. Her 20-strong team has two shops and sells at shows and exhibitions too. Good for Penny.

But there’s a problem.
When it comes to putting down a payment for a kitchen, the customer must wait for the consultant to re-key order details.

What's more, the system doesn't give a true picture of what is in stock.

This means trouble.
Sometimes there’s an embarrassing call back to the customer to say their selection is out of stock.

For a smaller business whose main weapon against the big boys is customer service, that can be disastrous.
Take Tony’s taxi company. He’s friendly and reliable and has a strong customer base.

He doesn’t want to turn down cashless customers but credit card processing fees are killing his profits.
Or look at Tina, who means business in dry cleaning. She built her firm from the ground up, picking up and delivering to homes and business, and now employs about 100 people.

But payment is a pain.
Tina’s customers could pay in cash on the delivery, but they often don’t have enough – and, in any case, it’s not a good idea for delivery drivers to carry cash.
They could pay online in advance – but that’s before they get the service, which doesn’t feel good.
Or they could settle an invoice later, but they often forget and someone has to chase it down. That plays havoc with cash flow – the thing that keeps small businesses afloat.
Mobile point of sale technology is moving fast. Even if you’ve got a clunky card reader, there are better systems out there to jump to.

So how do they work – and why are they better?

Well, take Penny:
Penny can visit clients to help them choose their kitchen. They can browse in-stock items on her tablet – and she can take their first payment on it, too.

No fuss or waiting.

What about taxi driver Tony?
Tony needs to pick up customers who are short of cash but just as desperate for a ride.

The customized app in the back of the cab even lets his (very grateful) passengers add a tip.

Some go as far as to name check Tony’s firm on Twitter.
Was stranded without cash but @Tonystaxis just saved my life.
Tina can take card payments at the doorstep, on delivery of clean laundry.

A few taps of the screen and the customer can schedule the next pick-up.
You might be thinking: “But we don’t collect laundry, drive taxis, or sell kitchens.”

Well, this isn’t just about these types of business.

It’s actually a BIG deal for all kinds of business – large and small.
Mobile point-of-sale technology has moved on.

Clumsy card readers are no longer the only option for processing and accepting credit cards.
Tablet-based point of sale not only take credit card payments securely, wherever you (or your consultants/delivery drivers/field engineers) are, they can check inventory and manage customer loyalty programs.
These new mobile point of sale technologies are here, now. They’re surprisingly affordable. And you can be up and running super-fast – typically 72 hours for a mid-sized organization.

That’s great news for buyers of all types, who want faster, easier ways to pay.
But smart mobile point of sale systems aren’t just great for your customers, they’re great for you, too.
They can be linked to your back-end business systems, like:

- Inventory management
- Marketing
- Accounting
- Customer service
- Customer loyalty programs
Which means they can...

- Give you more info about your customers (without asking them to fill in annoying forms)
- Keep your customer informed of new products and services and special deals
- Keep you up to date on what stock you need to order
...which all adds up to happier customers, and better business for you.
The fact is business is changing fast. You snooze, you lose. Retailers are going mobile with pop-up locations to expand opportunities.

Service providers are taking their business to the client and customer sites

...and old-style payment systems just don’t fit in these scenarios
Today, payments systems must be:

- **Truly mobile** – take payments wherever and whenever
- **Delivered on a familiar device**
- **Integrated** with other business systems
Loads of industries can benefit from the new style of mobile and tablet-based payment...
- Retail
- Health and beauty salons
- Stadiums and event venues
- Field Services – AC technicians, plumbers, landscapers
- Dry cleaning and laundry
- Construction materials
- Service industries
- Restaurants and hospitality
(And we bet you can imagine a use for it in your business)
So let’s recap on the benefits of mobile and tablet-based payments:
• Get paid **faster**
• **Ease** your cash flow
• Offer customers a **convenient** way to pay
• Deliver **better** customer service
• **Understand** and market to your customers better
• **Manage** stock and inventory more closely
For retailers, there are now full-fledged mobile point of sale systems, which offer:

- Integration with back office applications
- Analysis of sales in real-time using a pre-designed reporting dashboard
- Alerts to unusual discounts, sales, and price activity
- Monitoring of pricing and discounts by device and by employee
- Tracking of live inventory
The mobile point of sale revolution is happening now. If you’re keen to jump on board, we know a company who’d love to talk you through it. (Hint: It rhymes with ‘hint’.)

Give us a call at 1-877-633-1102 or find out more about our mobile point of sale solutions at sprint.com/business
Thanks for your time!