



Point-of-sale (POS)

TOP 5

Must-Have Features

A point-of-sale system must do more than process transactions. Your retail technology should enable you to collect, organize, and analyze data; maximize relationships with customers and brands; and create efficiencies.

If you are in the market for a new POS, make sure these 5 features are included in your solution.

1>

Comprehensive Inventory Management and Reporting

Why have a POS if you're still manually managing inventory? Figuring out what is on hand, what sold, and what you need to buy should be automated. You don't have time for anything less.

Consider: Sales and inventory go hand-in-hand. Look for a solution that includes features such as model stocks, purchase order suggestions, markdown management, and configurable reporting options. Aim for a cloud-based POS to enable real-time visibility into store performance anytime, anywhere. A good POS keeps you focused on what you do best which is making sales.



2>

Integrated Payment Processing

Why continue using complicated gateways or working with credit card companies that hide fees or change your rates all the time? Additionally, customers now bring big expectations for an easy checkout. Don't let payment processing be a point of friction in your sales process.

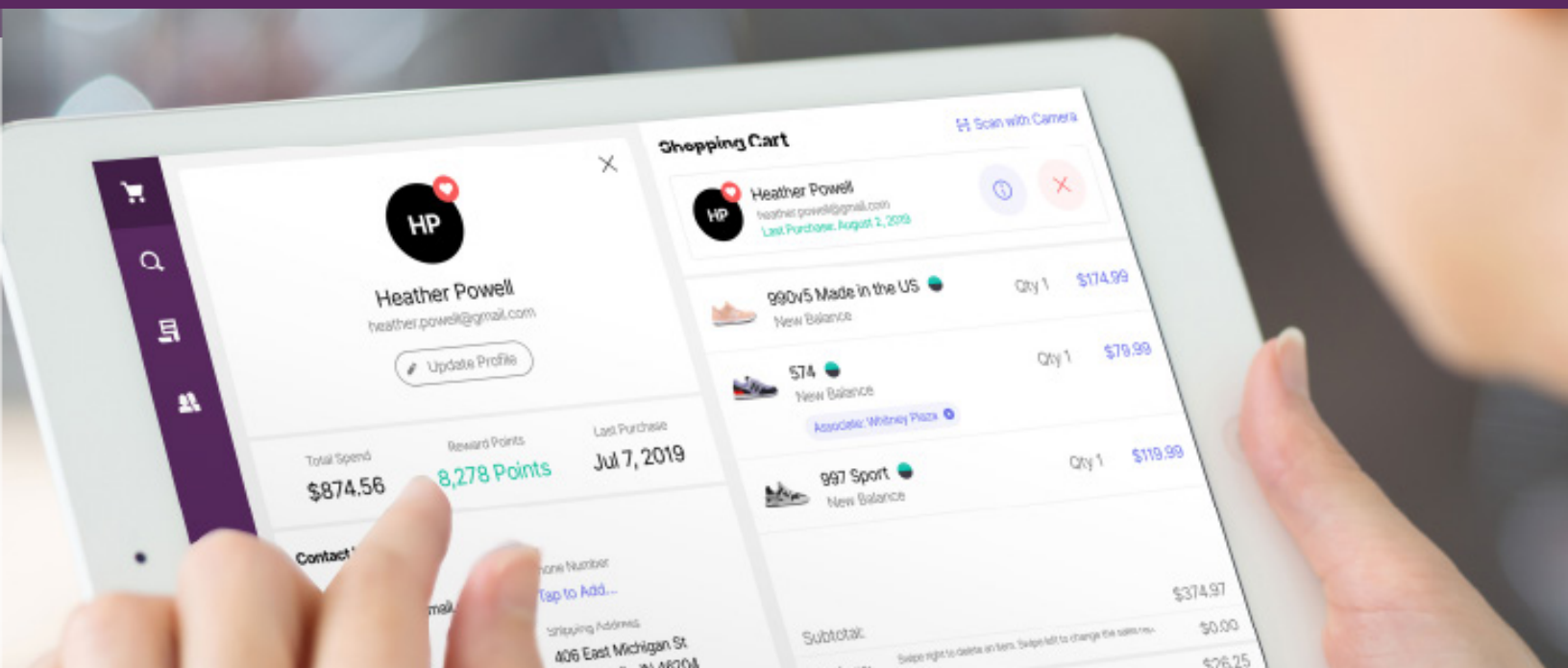
Consider: Using an integrated payment processing will remove unnecessary fees, steps at check out, and save you time. Plus, customers get a simpler, better, and faster touchless checkout.

3>

Customer Management Tools

What drives your customers to your store/website? Do you know how to cross-sell? How are you maximizing follow-up opportunities? If you don't have this information, you're limiting your potential sales.

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4>

Connectivity to Brands

Do you work closely enough with your Brands? Placing, tracking, and receiving orders should be convenient and fast whether it's a pre-season order or at-once opportunity. A focused sales team is a successful sales team.

Consider: You need to eliminate B2B pains and push products through the sales cycle faster. Look for a solution that offers e-ordering, drop ship, digital, mobile, and desk top selling. Keep your sales team in front of the customer, not behind a computer.

5>

Qualified and Quality Support

Do you enjoy support from people reading scripts? Hold times, unanswered questions, and explaining why the problem is urgent is frustrating. You need a POS that doesn't create more work for your team.

Consider: Your questions need fast answers. Find a POS provider with a support team who has lived and breathed retail 24/7. A POS shouldn't add complexity to your process. A qualified and quality support team ensures this never happens.





Whether you are considering a POS change or ready to make a change, make sure these 5 features are included. Investing in the right POS now will result in clear opportunities for immediate improvement.

You can contact us any time at sales@ricssoftware.com to learn more or meet with one of our retail experts on how these features will work for you in the RICS POS.
