

# TABLET TECHNOLOGY IN RETAIL

FOR IMPROVED CUSTOMER EXPERIENCE



A lot has changed for consumers in the past 20 years. Not only has their retail purchasing and buying power shifted, so too has how they gather product information and pay for their purchases. Today's consumers are looking for richer shopping experiences through more personalized service and rewards. This makes each and every transaction an important component of retail customer loyalty and service.

One way retailers are addressing this need is through the use and implementation of mobile payment technology and hardware, such as versatile mobile payment terminals. These terminals enable more security and transaction transparency, along with a reduction of time waiting in line.

With the persistent issues of PCI and EMV compliance plaguing the retail community, secure and transparent payment transactions are a necessary component of establishing consumer trust. According to the FinExtra article, *The 3 T's of Today's Consumer Payments*, Consumers are looking for three things from retail brands -- trust, technology

and timing -- whether buying online or in-store.

For retailers, trust as a component of payment transactions can be found through the use of technology and consumers are ready and willing to use these types of transactions and mobile-solution terminals. They have become increasingly familiar with this type of payment and customer service method and value the time-saving functionality these terminals provide.

**CONSUMERS ARE LOOKING  
FOR 3 THINGS FROM  
RETAIL BRANDS:**



**TRUST  
TECHNOLOGY  
TIMING**





Time is an important commodity for a majority of today's consumers and retailers who can help them save time can increase their value to their shoppers.

A 2015 Trend Watching report indicated that fast-laning time-starved customers is one of the top 10 retail trends of in today's market. This includes the use of mobile transaction hardware that can act as a POS handheld device for line busting. This enhances the sales process by providing hassle-free payment processing, access to loyalty and rewards programs, and individualized customer service.

Easy-to-access POS terminals and tablets additionally provide instant information on product specifications, online competitive pricing comparisons and inventory availability. These terminals can then seal the deal with purchase. This fosters an elevated level of customer satisfaction, repeat business, and increased customer transactions as a result. Retailers also are using these terminals for employee training and monitoring.

In terms of deployment, research shows that over the next 24 months, four in 10 retailers will replace existing POS systems with tablets, mobile devices or some hybrid. However, one retailer challenge is determining the ratio of tablets vs. terminals, especially given the variability of seasonality and peak traffic times. A hybrid mobile device -- such as the Posiflex MT4008 tablet -- transforms to a bar code scanner and traditional terminal, bridging the fixed to mobile POS terminal gap. This joins broad functionality and flexibility in a single, versatile form factor and illustrates how traditional POS is evolving to meet today's retailer requirements.

Retailers also are making this switch because they need a mobile POS device that is able to withstand daily and eight-hour use, and encourage employee and customer mobility.

Mobile POS tablets give sales associates the ability to order out-of-stock items from the distribution center or another store, giving shoppers the peace of mind that comes from knowing they will



**RETAILERS WILL REPLACE EXISTING POS SYSTEMS WITH TABLETS, MOBILE DEVICES OR SOME HYBRID**

get the product they came in to buy. Additionally, these tablets are ideal for streamlining the gift registry process, an important component of many retail establishments.

These tablets are part of the overall POS equation because they can be easily integrated into a retailer's existing software solution. This gives these terminals the ability to pull up transaction information, customer rewards or any other type of reporting needed for customer care or back-end documentation.

One way hardware providers can help the industry meet the need for versatile payment solutions is through the creation of hybrid-tablet terminals such as the MT4008. This terminal is light and easy to use and carry. It can easily be integrated into an existing software solution without any hindrances to the transaction process. Employee training is simple and effective, and these terminals can drive improved employee satisfaction as a result of their use.

The hybrid-tablet terminal comes equipped with battery charging options in the docking station and a hot swappable pistol grip that enables 24-hour operation. The pistol grip additionally helps convert the tablet into a versatile 2D scanning gun for use during inventory audits and back office receiving. With these additional functions and charging options, the MT4008 can remain charged to perform a wide variety of tasks throughout a busy day.

As a hybrid design that bridges the gap between fixed and mobile POS, the Windows-based MT4008 tablet POS provides retailers with a multi-function device that can boost sales, improve productivity and deliver results that generate ROI. ■

## Go Tablet to Terminal



The multi-use, multi-function Posiflex MT4008 bridges the mobile / tablet gap. Retailers can line-bust, check information on the store floor, scan inventory and set up a POS terminal all now with the same hardware platform. The MT4008 transforms from a tablet to a retail ready barcode scanner, and then connects to a docking station with a fully integrated printer to function as a traditional POS terminal.

The MT4008 is a compact 8-inch tablet running on enterprise ready Windows Embedded 8.1 with the printer docking station having a full array of connectivity ports.

To find out how your business can increase customer engagement and employee satisfaction using a tablet / terminal hybrid solution, call 1-888-968-1668 or visit [www.posiflexusa.com](http://www.posiflexusa.com).

**POSIFLEX™**

30689 Huntwood Ave.  
Hayward, CA 94544  
Ph: 1.888.968.1668  
[www.PosiflexUSA.com](http://www.PosiflexUSA.com)