



Why invest in EPOS?

Technology is one of the most valuable investments you can make for your business. EPOS systems promise to dramatically revolutionise the POS experience across the retail and hospitality sectors, with a growing number of affordable solutions available for small and medium-sized enterprises.

Where traditional tills facilitate sales, the most advanced EPOS systems act as full and flexible business management solutions. They allow you to integrate your system with your preferred accounting, payment and customer loyalty software, giving you the freedom to control all aspects of your business from one central portal.

Gaining this deeper understanding of what's happening within your business has the potential to save you time and money, the likes of which can be invested straight back into boosting profits driving growth.

What is an EPOS system?

Electronic Point of Sale (EPOS) systems are becoming increasingly commonplace across the retail and hospitality sectors. These innovative solutions provide clear and valuable insight into business performance, allowing you to keep track of everything from profit margins to stock levels all in one place.

Software packages vary by supplier but can often be customised to meet the specific requirements of your industry. The best EPOS systems are also able to run on a variety of platforms, meaning there's no obligation to invest in additional hardware. Cloud-based EPOS software gives you an in-depth view of business performance metrics from anywhere, allowing you to generate reports, monitor employee efficiency and track sales in real-time.

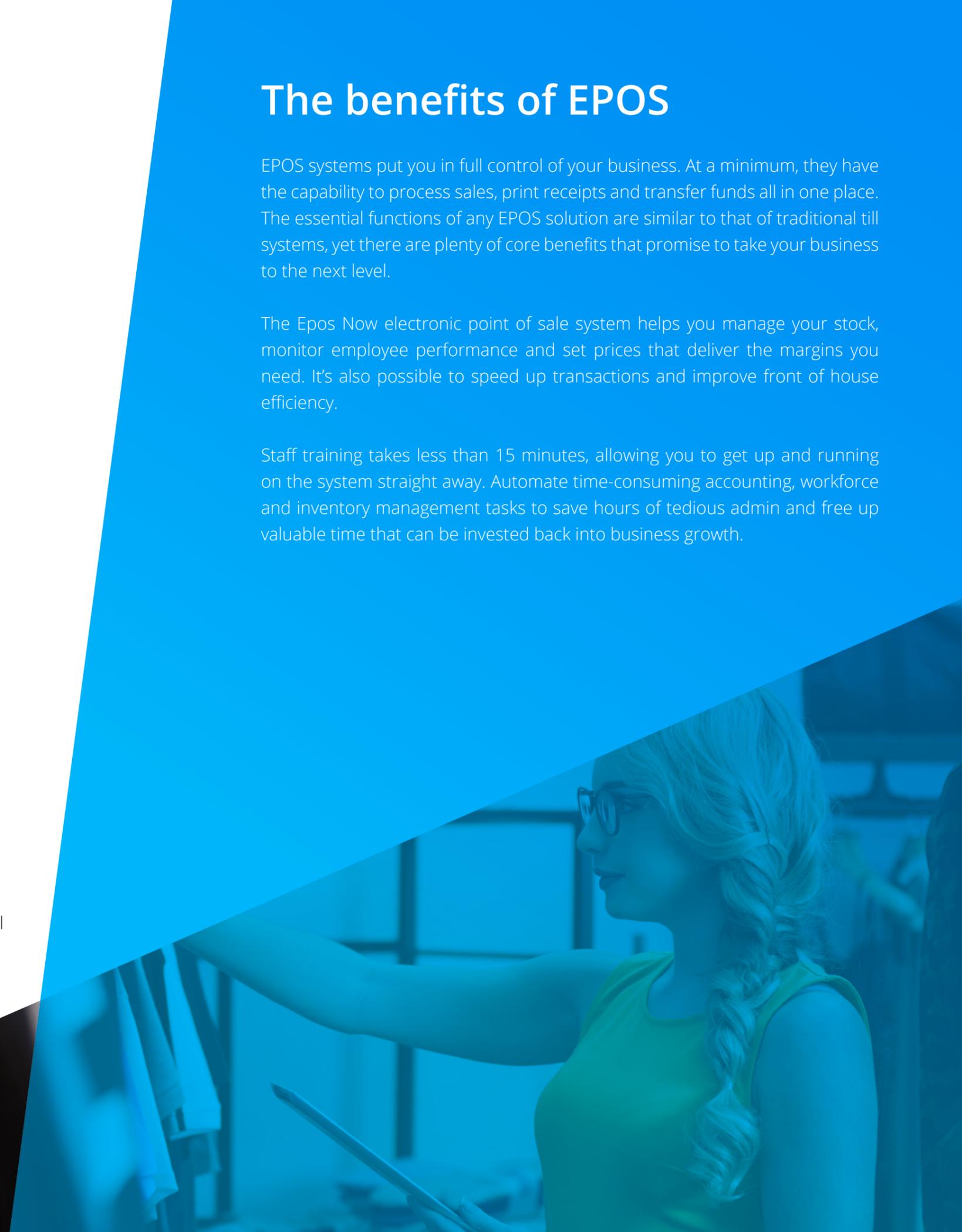
If required, a complete package might also include core hardware, from which users can process payments and input sales. This typically takes the form of a touchscreen terminal or tablet. Additional hardware such as receipt printers, barcode scanners and cash drawers can be connected as needed.

The benefits of EPOS

EPOS systems put you in full control of your business. At a minimum, they have the capability to process sales, print receipts and transfer funds all in one place. The essential functions of any EPOS solution are similar to that of traditional till systems, yet there are plenty of core benefits that promise to take your business to the next level.

The Epos Now electronic point of sale system helps you manage your stock, monitor employee performance and set prices that deliver the margins you need. It's also possible to speed up transactions and improve front of house efficiency.

Staff training takes less than 15 minutes, allowing you to get up and running on the system straight away. Automate time-consuming accounting, workforce and inventory management tasks to save hours of tedious admin and free up valuable time that can be invested back into business growth.





Quick and accurate transactions

EPOS systems allow you to effortlessly scan barcodes, process digital payments and remove the guesswork that comes with complicated cash transactions. They can also be integrated with reputable payment providers, allowing for smooth and easy transactions every time. Processing payments quickly not only gives you more time to grow your business, but cuts queues and ultimately improves the customer experience.

Cloud-based storage

Cloud-based EPOS systems facilitate mobile working by ensuring your data is accessible from anywhere, while at the same time being stored securely. You

can even make use of Epos Now's handy offline mode, which gives you the freedom to continue making transactions even if your internet connection is lost.

Cloud-based systems have the additional benefit of being infinitely scalable in line with business growth. You'll have the ability to quickly share and manage your data across multiple terminals and locations, whether you have one or 100 systems in place.

Digital payment options

Offering customers more choice at the checkout is just one way EPOS systems are enabling SMEs to compete with larger enterprises. No matter what industry you're in, relying on cash-only payment systems can have a detrimental effect on

your business, causing you to miss out on sales from impulse buyers and limiting long-term revenue growth.

The amount spent on mobile transactions increased a staggering [328% year on year](#) between 2016 and 2017, further highlighting the value that can come from implementing the latest payment technologies. With an EPOS system, you can offer your customers more choice in how to pay by integrating your software with an extensive range of payment options.

Integration potential

EPOS systems double up as advanced business management solutions and have the potential to work alongside the apps and tools you use every day. From

accounting software to mobile customer loyalty platforms, integrating your EPOS system with your preferred services allows you to synchronise data from multiple sources in one place.

Unlike traditional till systems, EPOS solutions can also be moulded to fit your individual business needs. Common integrations include payments, marketing and e-commerce software, but wider options cover everything from managing table bookings to amending pricing strategies at the touch of a button.

Omni-channel connectivity

Today's customers expect the brands they engage with in-store to have a digital presence too. It's predicted that [18% of all UK retail purchases](#) will take place online in 2018, so utilising the latest advancements in e-commerce technology really can be a valuable move for your business.

The latest EPOS systems allow data to be synchronised across multiple channels in real-time, giving you a clear view of how your business is performing in-store, online and on mobile. Accurately track stock levels and access a business-wide view of the KPIs that matter most.

Customer retention

Loyalty programmes that integrate with your e-commerce or online booking system can incentivise repeat business and nurture lasting relationships with your most valued customers. EPOS systems integrate with leading digital loyalty platforms, encouraging repeat custom and generating additional revenue.

The ability to collect customer data can further shape your business strategy by allowing for well-targeted marketing campaigns. EPOS systems enable you to push promotions directly to customers and ensure all future marketing materials are relevant and valuable.

Employee engagement

A full-service EPOS system gives your employees the tools needed to process transactions quickly and accurately. Giving staff the ability to serve more customers not only increases productivity but allows you to have less employees on the shop floor, further reducing overheads.

Staff will also have the ability to clock in and clock out within the system, enabling you to accurately track hours worked. The potential to automate payroll further reduces the amount of time spent on employee management tasks.

In addition, EPOS sales metrics clearly show which employees are performing best, giving you the option to incentivise your team with rewards and acknowledge exceptional customer service wherever possible.

Profitable growth

The best EPOS systems allow for automated daily, weekly or monthly reports. Closely monitor everything from profit margins to stock levels and maintain an accurate view of how your business is performing.

EPOS systems also make it possible to track sales by location, timeframe or employee. From here, you can get a clear view of what works best for your business and your bottom line.

[Contact Epos Now to speak to one of our knowledgeable sales advisors, who can further demonstrate the benefits of EPOS for your business.](#)

