# BUSINESS FUNCTIONS YOU NEVER KNEW COULD BE PERFORMED ON AN IPAD



A Publication of NTC Texas

## A POWERFUL TOOL



# The iPad

Is **DRASTICALLY** changing how businesses are tracking:

- > Sales Metrics
- > Payroll & Labor
- Inventory
- Promotions & Marketing
- Loyalty Programs
- Customer Behavior

# **IT'S A REVOLUTION**

- Businesses are *ditching* clunky cash registers and credit card machines.
- Getting iPads
- And *downloading* POS apps, transforming their iPads into robust point of sale systems.









# SALES DATA AND BUSINESS INTELLIGENCE



# **RICH SALES DATA**

#### Businesses are gaining better insight for higher profitability.

#### What is selling the most?

Understanding what customers value is helping businesses to provide more of the same.



#### What is selling the least?

Understanding what isn't working, saving valuable time and money.

#### What are peak sales times or seasons?

iPad POS systems are helping to hone in on high traffic times and launch promotions to drive traffic during slower times.

# PAYROLL AND LABOR COORDINATION



# **NO MORE TIMESHEETS**

Employees are clocking in and out straight from an iPad, reducing time spent managing timesheets and helping get a closer look at employee interactions.



#### Are Employees On Time?

Businesses are better tracking employee timeliness without being on location.

#### **Giving Employee Permissions**

POS apps allow managers to control which employees can offer refunds, void items etc...

#### **Multiple Locations?**

Managers are also able to follow activities at multiple locations, logging in from a back end computer or iPad.







# MAKING INVENTORY EASIER

These apps track product sales and have the ability to use bar code scanners to count inventory behind the scenes.



#### **Spending Money on Inventory Labor?**

iPad POS apps are tracking inventory, doing the work that was once left to employees and spreadsheets.

#### **Need to re-stock?**

The reordering process has been streamlined, giving businesses the ability to create and email purchase orders to suppliers, straight from the POS.





#### **Items Collecting Dust?**

With easy inventory tracking, business owners are learning about stagnant inventory before they see the dust collecting!

# MARKETING AND PROMOTIONS



## MARKETING & PROMOTIONS

Using sales data, these apps give businesses actionable recommendations on marketing & promotions.

#### **Time for a Sale**

Businesses are using the collected data to run promotions on popular items, or stagnant inventory.





#### **Connecting With Email**

The technology is integrating email marketing, giving instant access to customers and keeping them privy on exciting new promos.

#### **Keeping Traffic High**

With the ability to see when things are slow, running specials during the lulls is keeping business traffic steady.

# **DESCRIPTIONS FOR**



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# LOYALTY PROGRAMS

These systems give businesses the ability to institute customer loyalty programs, capturing better data on customer behavior.

#### **Saying Bye To Punch Cards**

Automated customer loyalty programs, run straight from the POS apps, are eliminating the need for messy punch cards.

#### **Attracting New Customers**

Well advertised loyalty programs, with valuable rewards not only have existing customers coming back, but are also attracting new business.



#### **Delighting Existing Customers**

With the information captured by the POS, businesses have the opportunity to give returning customers the VIP treatment.

# CUSTOMER BEHAVIOR INTERPRETATION



# KNOWING THY CUSTOMER

With data captured from loyalty programs and integrated email marketing – businesses understand customers better than ever.

#### Who Are My Customers?

Automated loyalty programs are capturing useful data about customers.





#### What Do Customers Want?

The ability to reach out to customers via email, directly from the POS, gives on demand access to quality interaction with customers and prospects.

#### **Democratization of Data**

The robust technology of these systems identify patterns and insight, offering actionable recommendations to help businesses.

# THEY ALSO OPERATE AS A POINT OF SALE

# And can be used as full fledged business management tools!

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**They Connect To:** credit card readers, cash drawer and printer. Also compatible with bar code scanners for inventory control.

### All From an iPad

# LEVELING THE PLAYING FIELD



Traditionally retail shops, restaurants, salons and other service providers haven't been able to afford the costly investments associated with integrated POS systems.

# These New iPad POS systems are a game changer for these businesses.

# INTERESTED

#### INTERESTED IN LEARNING MORE about our iPad POS?

#### **Read our blogs:**

- How to Choose the Best iPad POS/ Register System
- > Three Systems Retail Businesses Should Start Automating Today
- > iPad & Tablet Point of Sales: Letting Systems Do the Work for You
- > 5 Ways iPads Can Help Your Business
- Why More Businesses are Switching to iPad and Tablet Point of Sale Systems



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