6 Dream Upgrades for Modern College Stores

Shopping List

✔ Electronic shelf tags

Get rid of the tedium of traditional shelf tags with their digital counterparts, while saving valuable time and money. Electronic shelf tags are wireless, which means you can remotely monitor and change prices for the items of your shelves. Few items on this list will help your store stand out and remain competitive more than electronic shelf tags.

✔ Mobile/E-Commerce platform

It's crucial in this day and age to have an easy-to-use, personalized online platform. In this ideal scenario, you can put together a top of the line website or app where customers can shop wherever they are and choose their own method of delivery and/or pickup. You can even get access to other benefits like real-time inventory, price comparison tools and integration with your system and back-office applications.

✔ Cost-saving efforts

Your students want as many cost-saving options as possible, and you can put your store in a position to provide those things to them by choosing a system that provides those options. In this case, you'll want something that lets you easily sell rental, digital and other formats while providing flexibility in event and promo pricing, as well as a loyalty program and the ability to target certain customers for specific deals.

✔ The latest payment options

There are all types of ways that people want to pay (cash, credit card, etc.), but you can set yourself up for success by keeping up with the latest payment trends. EMV (Europay, MasterCard, and Visa) is a global standard for inter-operation between cards and POS terminal. Meanwhile NFC, (near field communication), which is optional but encouraged, is the foundation for payments like Apple Pay, Android Pay and Google Wallet. EMV and NFC are a couple such examples, and being up to date with both (and others) will provide more security in your transaction and allow you accept more payment types.

✔ Point-to-Point Encryption

Keep sensitive information safe throughout the entirety of the transaction. With point-to-point encryption (P2PE), from the moment a customer swipes their card to the moment their information goes through your processor's data center, their account information is encrypted and rendered unreadable should it be intercepted by data thieves.

✔ Tokenization

It doesn't matter if you have the coolest gadgets if you are leaving your customers' information susceptible to cyber-attacks. Incorporating tokenization, which removes the need to keep sensitive data elements via the process of substituting them with a non-sensitive equivalent or "token," is an excellent step towards ensuring your security. Your customers' data stays safe from prying eyes, and your store is protected from the fees, fines and legal costs associated with data breaches.

MBS SYSTEMS SOLUTIONS