

Mobile Point of Service

Focusing on Service at the Point of Sale

Retail stores have historically been about transactions. A customer enters the store, finds an item to buy, and completes the purchase. But selling and buying in retail today isn't as black and white as it once was. Transactions are also no longer the only critical metric of store success. Just as important, and for some brands even more, is the experience—for both the customer and store associate.

This is why you need a system focused on service at the point of sale and not just the sale itself. Make it mobile and you have much more than a line busting tool.

A mobile point of service is a complete solution, built for omnichannel with store floor and HQ functionality all in one. It unifies all your data about customers, orders, and inventory, making it possible for store associates to execute every modern workflow with ease. We know managing a store is hard, but it can be simple with a mobile point of service at the core.

Key Benefits

- Enhance associate productivity
- Improve process efficiency
- Lift store conversions
- Grow average customer value
- Increase average order value
- Elevate customer engagement
- Gain customer loyalty
- Transform in-store experience

Why NewStore?

The NewStore mobile point of service is built right into the core NewStore platform, which natively connects POS and order management through the cloud. This seamless connectivity enables the omnichannel view of all customer, inventory, and order data required to provide excellent customer service.

NewStore Mobile Point of Service

The NewStore mobile point of service is built on top of a cloud-based platform. The platform connects the POS to an omnichannel order management system, allowing you to provide the best service possible across any channel.

- **Complete Point of Sale**

Empower store teams to manage all aspects of store sales, endless aisle sales, service, and in-store operations on iPhone.

- **Omnichannel Data**

Gain a real-time view of inventory availability across all locations, and customer information across all channels.

- **International**

Simplify operations with a single system and unified view of your enterprise across NA, EU, and APAC.

Never Say No

With a POS built for service, store associates never have to say no to a shopper. The real-time data about customers, orders and inventory empowers them to take quick action—be it reactive or proactive—all from the mobile app in their hands. Effectively, each associate becomes a point of sale, living website, and instant customer support.

- **Endless Aisle**

Your store doesn't have a customer's size, but that doesn't mean they leave empty handed. Associates have the ability to "save the sale" with a real-time view of inventory across the enterprise. Easily sell items from other locations and even choose the delivery method to get it to the customer quickly and conveniently.

ROI → 13% increase in store sales with endless aisle

- **Returns/Exchanges**

Returns and exchanges can be cumbersome, especially if the customer doesn't have a receipt for the item they purchased online. However, with an accurate view of online purchase history, you can see the status of every item ordered. In only a few quick taps you can securely and quickly handle all retail scenarios.

- **Cross-sell/Upsell**

Turn every customer interaction into a selling opportunity with a 360-degree view of shopper data. If a shopper is in-store, connect them to a new item based on known preferences and other information in their omnichannel shopper profile. Customer notes make it possible to personalize every experience.

ROI → 10% increase in sales if you use customer data in the shopper journey

Feature Highlights

Omnichannel Order Capture

- Create and modify shopping cart for use in-store or online
- Enable endless aisle purchases with flexible delivery
- Collect customer's email address after checkout

Omnichannel Customer

- Automatically populate customer profile with cross-channel orders
- Create shopper profiles with contact information and a rich "black book"
- Access omnichannel shopper information including individual customer metrics

Offline Resilience

- Scan items, create cart, and check out customers in the NewStore Associate App
- Accept cash or card payments that sync with gateway once connection is restored
- Automatically and securely upload sales to the cloud when device is back online

Payments

- Accept all major credit cards, cash, contactless payments, and gift cards
- Split amounts in any combination across payment methods
- Pay on customer's device without any external hardware

Product Browsing

- Search and filter products by attributes and ATP inventory
- View product details and images
- Scan barcodes and QR codes

Promotions

- Configure fixed or percentage item and order discounts
- Apply manual discounts at the item or order level
- Purchase physical gift card via integrated partner

Store Inventory

- Scan and receive inventory at store level
- Picking, packing, shipping and item transfers
- Process cycle counts for improved inventory accuracy