EPICOR

How to Transform Your Retail Business with Mobile Tools

Mobile access helps you work smarter, faster, and leaner in changing markets.

Contents

Elevate the Retail Experience

It's no secret that mobile devices have become integral to our working and personal lives. Mobile devices increasingly enable businesses to operate more efficiently, grow faster, and serve customers better. Retailers are also realizing the value of mobile technologies to help alleviate labor shortage issues during volatile economic times.

Of course, as the use of mobile devices in retail has become commonplace, customer expectations surrounding this technology have risen as well. With high quality standards and familiarity with fast access to information, today's shoppers assume efficiency, accuracy, and easy purchase options are a given during their daily buying experience. Retailers need to help ensure that employees can access their retail management system instantly—giving customers the inventory updates, pricing, ordering information, and stellar service they require.

Mobile Access to Your Retail Management System

A point of sale (POS) or retail management system that helps provide mobile access helps you meet customer challenges, exceed expectations, and drive results. In this eBook, we'll look at the different ways mobile access can help you deliver the best possible service to your customers, improve operational efficiencies, and empower your employees to work smarter and faster.

Giving Customers What They Want, When They Want it

Price and stocking information available in real time

Customer service is the key differentiator for retailers everywhere. Giving your customers accurate information on demand, while quickly responding to their needs, is essential in today's fast-moving marketplace. When employees can access secure, up-to-the-minute stock and pricing information from their mobile devices, they can serve customers quickly and efficiently—without having to abandon the conversation to go find information. Whether it's answering questions in the aisles or checking a price at an outdoor display, retailers can leverage best-in-class mobile features to turn first-time browsers into long-time customers.

Faster, more convenient checkout

Mobile functionality unleashes the power of "shop anywhere" and enables your employees to bring the point of sale to your customers. With premier mobile POS functionality, your employees will be able to help create and complete transactions using a Windows tablet with a Wi-Fi or mobile wireless connection, as well as look up inventory, customer, and loyalty information. They'll be empowered to build on the checkout experience by fulfilling loyalty rewards and recommending complementary products.

Grow your business wherever your shoppers are

With more satisfied buyers and fewer abandoned baskets, you'll enjoy greater revenues and more repeat customers.

Make Faster, On-The-Fly Business Decisions

As the pace of business accelerates, the ability to make decisions quickly can often mean the difference between winning and losing additional sales. Retailers who have access to their data throughout the day—whether in-store or out in the field—have a competitive advantage. They are in a better and more informed position to prevent business disasters before they happen, and to proactively manage the growth and development of their organization.

◆ ### Track the health of your business from your mobile device
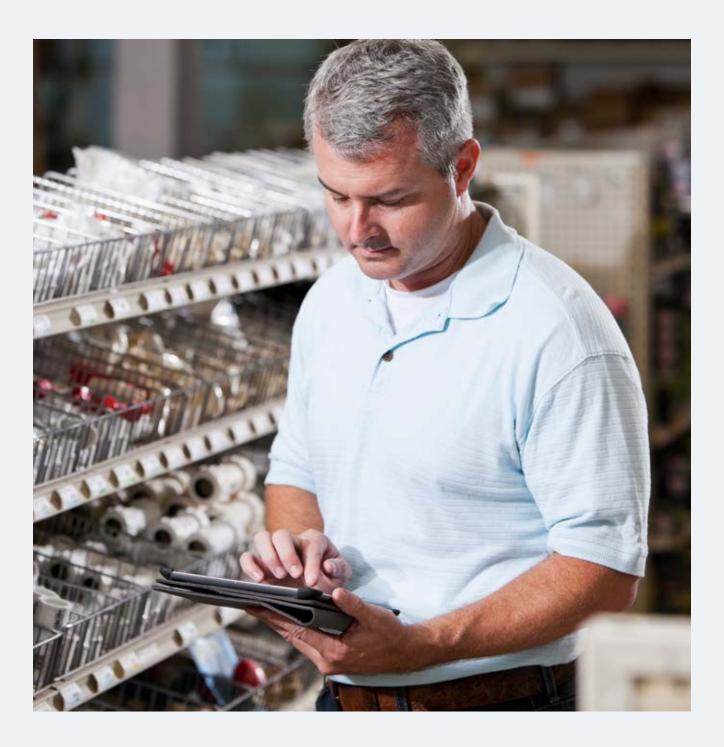
When concerns arise, without the ability to monitor your business throughout the day via your mobile device, reaction times are slow—and small issues can quickly escalate into big ones. Mobile functionality integrated with your POS or retail management system allows you to receive automated alerts on your mobile device when anything out of the ordinary occurs—helping you stop problems before they start.

◆ ### Access key metrics

Key metrics, such as gross profit (GP) and receivables, are no longer data points reviewed at the end of the day. Mobile helps you keep your finger on the pulse of your business, easily tracking GP and sales data wherever you are, whenever you want.

Those who currently use Mobile POS are expecting 34% higher sales and 221% higher profits for 2022 than average retailers.

IHL Group Report: Challenges and Opportunities - Unified Commerce for Independent Hardgoods Retailers.
IHL Group, January 4, 2023

Enhance Productivity with the Right Tools

While providing front-end customer service through mobile functionality is a key differentiator among retailers, extending that functionality to employee tasks takes business operations to a whole new level of efficiency. Do you have your employees going in circles between a workstation, store aisles, loading dock, and storage room? Mobile access allows your employees to stop running and start getting down to business. With the right mobile modules—integrated into your retail management system—everyday tasks like receiving, printing labels, and cycle counting require a lot less back and forth. This frees up your employees to devote more time for customer service and building a loyal customer base.

Your Business, in the Palm of Your Hand

Having the right mobile access to your retail management system can help propel your business forward into the future of retail—differentiating your level of customer service, improving operational efficiency, and helping you make better decisions, faster.

Discover how Epicor solutions can simplify your processes and optimize the way you work.

DISCOVER MORE

EPICOR

We're here for the hard-working businesses that keep the world turning. You're the companies that make, move, and sell the things we all need. Trust Epicor to help you do business better. Your industry is our industry, and we understand you better than anyone. By working hand-in-hand, we get to know your business almost as well as you do. Our innovative industry solution sets are carefully built to fit your needs and respond flexibly to your fast-changing reality. We accelerate ambitions, whether you want to grow and transform, or simply become more productive and effective. That's what makes us the essential partner to the world's most essential businesses.

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