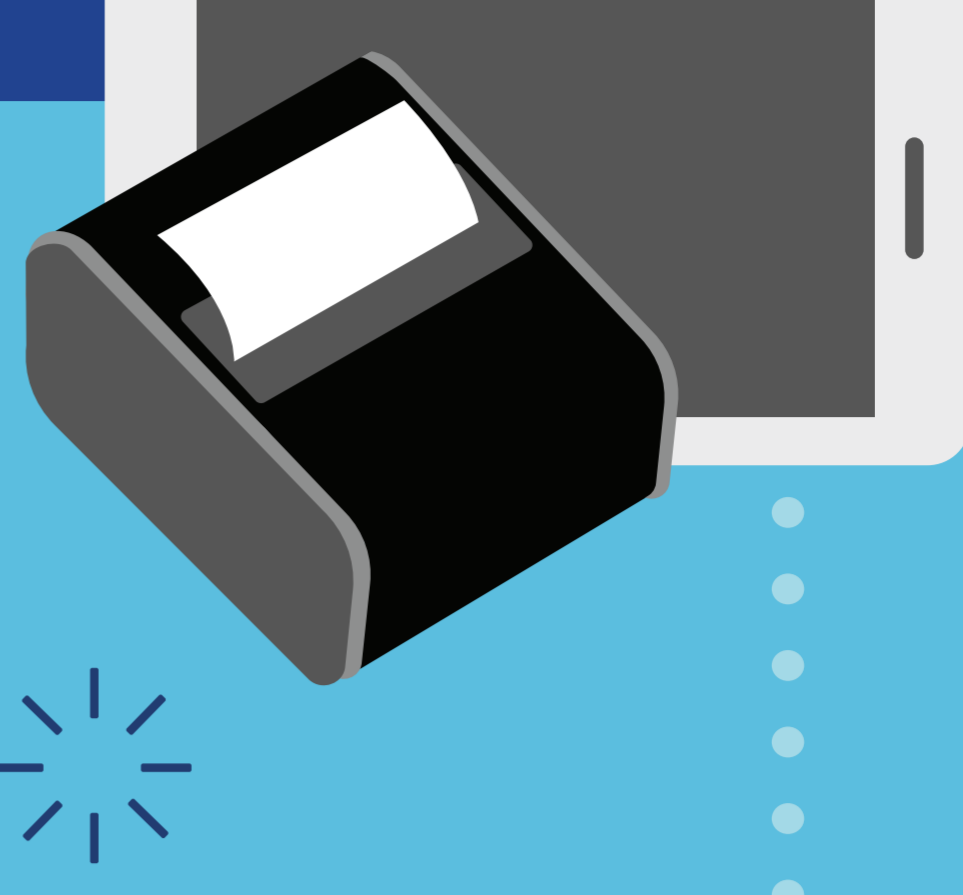


# Five Ways mPOS Can Change Your Business in 2020

Mobile point-of-sale (mPOS) solutions are more than just the latest technology to help facilitate transactions; they're devices that can transform a retail business.

If you're using mPOS in your store or are considering adopting the technology, here are five areas in which these smart devices can change your business in the coming year:



## 1. Sales

mPOS personalizes the checkout process, allowing your sales team to improve the customer experience.

**28%** of surveyed retail workers say mPOS has increased the number of products customers buy<sup>1</sup>



Some retailers have seen upwards of 25% increase sales per transaction when mobile is used<sup>2</sup>

## 2. Abandoned Carts

Long lines at traditional POS can cost sales—mPOS allows you to regain them by offering quick transactions.

87% of surveyed consumers are annoyed at the length of time it takes to make a purchase with a credit card that has a chip<sup>3</sup>



**86%** of surveyed U.S. consumers have left a store due to long lines in the last 12 months<sup>4</sup>

**8 minutes**

is estimated to be how long customers will wait before abandoning their cart of potential purchases<sup>5</sup>



77% of surveyed consumers are less likely to shop at the retail store again if they experience long checkout lines<sup>5</sup>

An estimated **\$38 billion**

in potential sales is lost due to long lines<sup>4</sup>



## 3. Payment Options

Customers want more payment options and mobile wallets are expected to surpass the use of credit and debit cards by 2020.<sup>6</sup>



In-store mobile payments will reach

**\$128 billion**

by 2021<sup>7</sup>

Stores accepting mobile payments



**76%**

Apple Wallet<sup>1</sup>



**56%**

Paypal<sup>1</sup>



**54%**

Google Wallet<sup>1</sup>

## 4. Store Layout

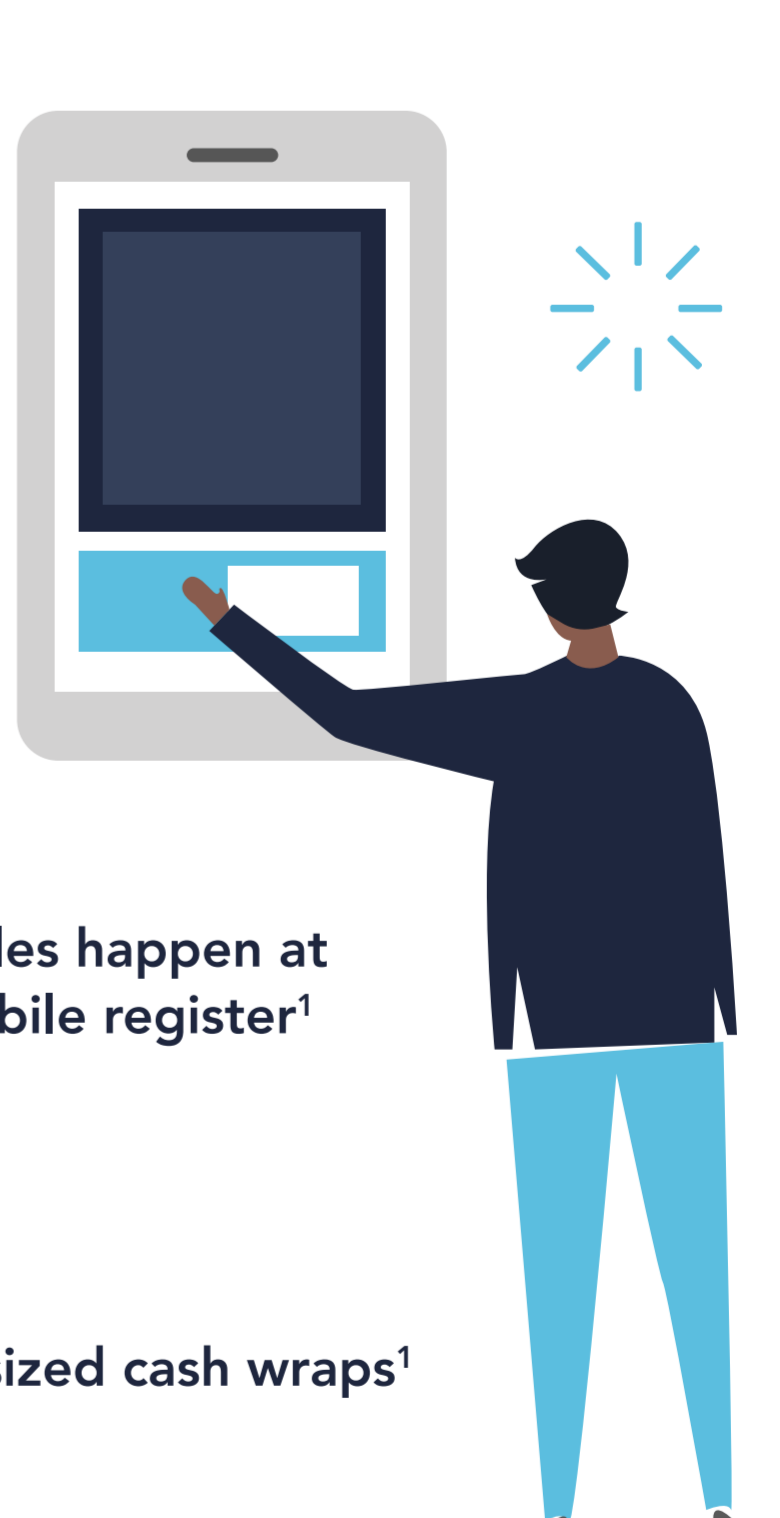
mPOS allows you to free up floor space for additional products and services.

In surveyed stores:

**34%** of sales happen at a traditional register<sup>1</sup>

**29%** of sales happen at a mobile register<sup>1</sup>

**43%** of stores using mobile POS have downsized cash wraps<sup>1</sup>



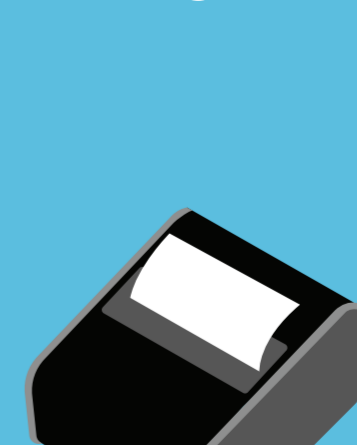
## 5. Employees

High turnover rates are a challenge in retail, and a mPOS device can be a good recruiting tool.<sup>8</sup>

**48%** of surveyed retail workers prefer using mPOS<sup>1</sup>



**62%** of surveyed retail workers say mPOS has made their jobs easier<sup>1</sup>



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