



EBOOK

# 6 Technologies Resellers Need *to Equip Retailers for Success*

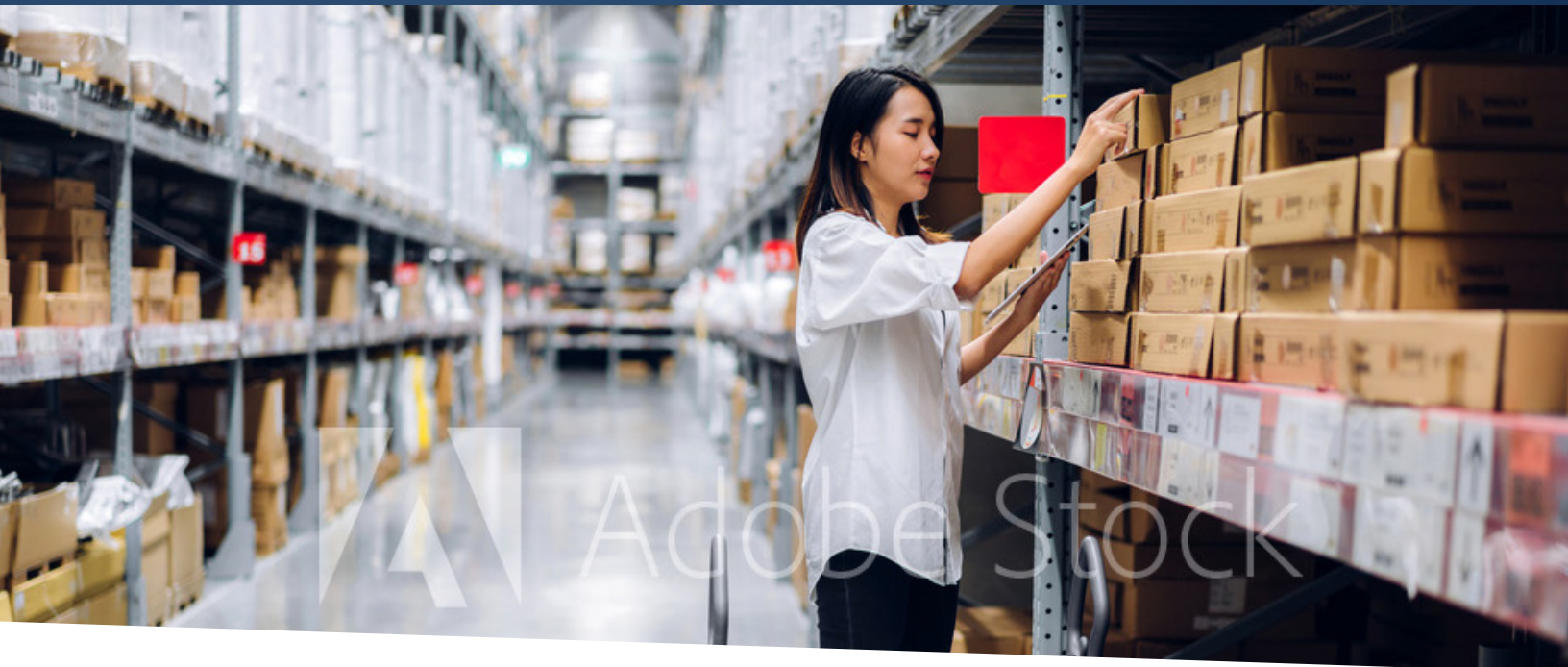
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When the COVID-19 wave first began rippling across the globe, many underestimated the full impact it would have on retailers. Now that we are in the throes of it, we are finally recognizing how different the brand-new business climate that we've found ourselves in really is. Consumer behavior has shifted in major ways, and retailers all across the country are trying to navigate how to operate and eventually reopen in this brave new world.

What retailers are truly looking for is guidance and leadership. Like everyone else, retailers feel like they are trying to develop clairvoyance in the face of overwhelming uncertainty. Without having experienced a pandemic like this before, it is difficult for them to determine how to reopen safely and successfully.

**Resellers are in a unique position to provide that guidance, as well as the tools retailers need to set themselves up for success.**



# 1

## eCommerce Point of Sale Integration

Social distancing is top-of-mind for everyone these days. As such, consumers are drastically reducing the amount of time they're spending in brick-and-mortar locations. They prefer shopping online from the safety of their homes instead. It's going to be crucial that you offer retailers solutions that integrate with eCommerce.

By integrating eCommerce functionality with the point of sale, you give retailers the ability to keep track of inventory and sales across channels more accurately than if they were separate systems. Retailers can view real-time inventory data, so they know when levels are running low and items need to be restocked.

This level of data transparency will be critical when it comes to optimizing inventory levels. Retailers operate on a knife's edge, balancing between keeping enough stock to reach sales goals while preventing sunk costs from excess stock that goes unsold. It's imperative that they have access to accurate, real-time data that is shared across systems so that they can better forecast what their inventory needs will be. This way, they can predict trends and keep their hot items stocked while avoiding being overstocked with items that aren't top sellers.



## 2

### Shop-by-Appointment and Curbside Pickup

Consumers are shopping less. Concerned with spending a lot of time in brick-and-mortar locations, and the number of other customers they'll come into contact with, they're hesitant to venture out. Because of this, some retailers have started implementing shop-by-appointment operations, which helps control the number of customers within the store at any given time and helps provide peace of mind to shoppers.

To manage this altered business model, software functionality that is usually reserved for businesses like salons and spas is now being used by retailers. This software allows them to schedule appointments for customers to shop and manage those reservations effectively.

Similarly, curbside pickup is booming for many different retailers. This functionality was traditionally used in restaurant takeout operations but has quickly been adopted by retail to help boost brick-and-mortar operations while continuing to keep their customers safe.

This leaves an opportunity for resellers to help. They should check with their ISV partners to see if they have this functionality built-in, or whether it's available through a third-party integration. They can offer these solutions to retailers looking to implement new channels like shop-by-appointment and curbside pickup.



### 3

## Mobile POS Technology for Line Busting and In-Aisle Payments

With how easily this strain of the coronavirus can be spread from person to person, it's critical that retailers take additional measures to keep customers from congregating throughout the store. This includes checkout lines, which are especially ripe for spreading viruses due to the close contact.

To prevent this risk, equip retailers with mobile POS technology, which can be used to complete purchases wherever and whenever necessary. Guide them on how to utilize these devices throughout the store as easy-to-set-up kiosks that customers can make purchases with. Used strategically, these systems can keep lines short at the checkout queue and improve safety among retail staff and their customers.



## 4

## Self-Service Kiosk

For a virus that can be spread easily through face-to-face contact and tiny respiratory droplets, it is critical that retailers especially strive to reduce the amount of contact between their customers and their employees. When sanitized properly and regularly, self-service kiosks can help. These devices curtail the spread of infection by limiting the amount of face-to-face contact between staff and customers, helping them feel safer shopping in stores.

Kiosks can also help protect the workforce. Not only do kiosks help to prevent employees from contracting the virus in the first place, but should they end up getting sick, kiosks can be a huge help. If employees do end up needing to quarantine, retailers can install self-service kiosks that customers can use to ring up their own items and process transactions.

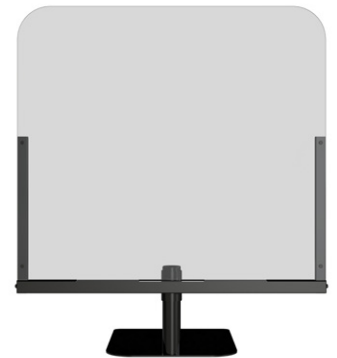
## 5

## Protective Shields

Offering protective shields that retailers can install at the checkout counter can help them provide some additional protection during the most vulnerable and high-risk time of the shopper's journey: the point of sale. This is the time where shoppers and employees come in close contact and lines can develop at the counter. It can be difficult to maintain the recommended distance of six feet for this reason. Because of the risks associated with the point of sale, it is necessary for retailers to install additional protection.

Retailers, as well as salons, spas, and other specialty businesses, have been quick to adopt protective shields in places where customers and staff come into close contact, but many are still in need of a solution. The shield blocks most of the respiratory droplets from coming into contact with the person on the other side of the counter, effectively keeping employees and shoppers safe.

Installing protective shields is just one of the steps retailers can take to improve safety, however. They should also be sure to check temperatures regularly and often, provide personal protective equipment like masks, gloves, and hand sanitizer, and implement easy-to-read signage throughout the store to help direct traffic flow and remind customers to distance from one another.





## 6

### Contactless Payment Options

Ultimately, the goal of any retail operation right now is to be able to operate effectively without exposing anyone to the virus. The virus can easily be picked up and carried on hands, so for retailers, implementing contactless payment options will go a long way in preventing its spread.

Because these payment devices are equipped with near-field communication (NFC) technology, they don't require any part of a consumer's card to come into contact with any part of the device. The entire transaction can be carried out at a safe distance. When consumers aren't shopping and paying online, NFC contactless payment technology is the next best option that retailers have.

These devices also support mobile wallet technology like Google Pay and Apple Pay. Now that consumers are turning to digital alternatives for a variety of things, they are more willing to trade in physical cards for mobile wallets. This keeps them from having to carry cards around while allowing them to still make purchases, and reduces the transfer of germs, bacteria, and viruses by eliminating the need to pass cards or cash back and forth.

## Help Retailers Adapt to Overcome

At a time when business owners are facing incredible uncertainty, many are beginning to feel overwhelmed. As a reseller, it is on you to help them understand their options and guide them through the process of adapting the way they do business in order to overcome the new obstacles that are being thrown their way every day.



The success of your customers directly reflects your own success, so during this time, helping them succeed is paramount. You'll need to offer expert guidance, as well as best-in-class solutions that can help improve safety and bolster their operations. Star Micronics is here to help. We provide the critical solutions that can help your customers overcome their most pressing business challenges – such as online ordering printers, portable printers for mobile payments self-service kiosk printers, protective barriers for the point of sale, partnerships with industry-leading ISVs with innovative COVID-19 solutions, and more – as well as helpful resources for resellers. **For more information on what Star Micronics offers, contact an expert today.**



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