

## Considerations When Placing a POS System

The point of sale is the last interaction a customer will have with a store. Learn how to make a lasting impression by effectively utilizing a POS system to maximize space and ensure efficiency.

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There was a time when going to the supermarket, convenience store or local retailer was a utilitarian affair.

Consumers would enter, purchase their items and exit, expecting little from the experience except for the transaction at hand. And more often than not, that is exactly what they got. The stores were simple and served a singular purpose — selling merchandise — and nothing more.

But times have changed, and shoppers now expect something special out of each experience, says Ronald Bowers, senior vice president of business development for Frank Mayer and Associates, a company that specializes in creating in-store merchandising solutions.

“The biggest change is going from the supermarket of the 1950s where you had these long shelves and aisles upon aisles of product up to the ceiling. There was little thought put into it,” Bowers said.



*Using a mounted POS solution saves counter space, improves aesthetics and increases security.*

“Supermarkets and stores existed to satisfy a person’s needs in a short time,” he said. “But today, stores are destinations where people linger and retailers are trying to create an atmosphere where consumers can satisfy their needs but also have a positive experience.”

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More important than ever is the point of sale, says Bowers, who evaluates and upgrades retail environments, because this is the last interaction the customer will have with the store; if the point-of-sale experience is bad, it is likely how that store will be remembered.

### Maximizing space

To enhance the customer experience, many store and restaurant owners are upgrading their checkout counters with an emphasis on security, ergonomics and aesthetics.

According to John Lobsitz, president and CEO of Seamark International, a global supplier of products for the retail and food industries, “a lot of retailers are moving away from the clunky old systems and trying to clean up the front end. Sometimes it can look like a jumble and a mess as if there was no rhyme or reason to how it was designed. It is typical to see a cash drawer on top of a CPU on top of another device along with the cash register tape and maybe a hand scanner sharing the same counter space.”

This cumbersome arrangement took counter space away from both the cashier and the customer, he says. It also was aesthetically unappealing, potentially damaging the business’ brand image.

The limited-space problem increased with the new technology that included additional cables and wires, flat panel screens, PIN-pad readers, printers and other peripherals, Lobsitz says.

“Suddenly all of that (new technology) had to be managed and used at the point of sale where a traditional checkout stand had been composed,” Lobsitz said. “Retailers had to figure out where to put all of the

equipment and position it ergonomically so it benefits the users, is aesthetically appealing to enhance the brand image and saves space.”

### Mounting solutions

Seamark International’s SpacePole, a mounting system that lets business owners customize the checkout area while accommodating any type of equipment or technology, and similar products allow all of these devices to be mounted on an adjustable pole that swivels and can be raised or lowered depending on the height of the user.

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Since all of the devices are mounted, an adjustable pole makes space available on the counter, providing a cleaner look. The pole also makes it impossible for criminals to commit identity theft by stealing the PIN-pad reader and downloading its contents.

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When these advantages are put together it provides a better, safer and more enjoyable experience, Bowers says.

“The satisfaction of the consumer is at the apex,” he said. “At the same time, you need to satisfy the brand marketer and the retailer. When all three points come together you create something positive and that results in repeat customers.”

When consumers are waiting in the

checkout line, it's important that the area fits the environment of the overall store and that the positive experience continues through that point.

"If (the area doesn't fit), or if it is disorganized and thrown together, that's where the disconnect comes in," Bowers said.

Store owners who disregard the comfort and enjoyment of their patrons do so at their own peril.

"You always have the opportunity to have someone purchase something the first time. But that's not the success of the retail store," Bowers said. "The success is if they come in, purchase a product they intended to purchase and then maybe try something they weren't going to buy because they were influenced by the display or environment or comfort of the experience. This creates loyalty and makes them want to come back again."

***About the sponsor:** Founded in 1974, Seamark International is the leading supplier of ergonomic, space saving and durable solutions for information technology markets. Its products and systems are designed to improve productivity, maximize space utilization and enhance the customer experience. Seamark International provides customized solutions for the supermarket/grocery, retail, hospitality, healthcare, banking, transportation and convenience industries.*