

Alpha Bay Mobile POS



Full Featured POS in the Palm of Your Hand

The first cash register was invented in the 19th century for the sole purpose of securing cash. While advances in technology have been made over the years, traditional retailing has still been severely limited by large, stationary registers—designed to secure cash more than to assist customers. In a world where over 80% of all in-store transactions are now cashless, the time has come for retailers to view the Point of Sale as a dynamic tool that drives customer service and satisfaction, instead of simply a means for securing cash. Imagine a store where every associate is empowered by leading-edge technology. Process a customer transaction, perform a price lookup, or search a global retailer's entire network of inventory—all from a small mobile device such as an iPhone.

Transform the Shopping Experience

Mobile POS (Point of Sale) by Alpha Bay gives you the power and functionality of a modern, full featured Point of Sale workstation in the palm of your hand. αBay Mobile POS is a versatile, customer-centric POS solution that empowers retail associates to find inventory and to checkout customers anywhere in the store. αBay Mobile POS removes the concept of lines and waiting and transforms the purchase into a simple barcode scan, a credit card scan and an emailed receipt. This new model encourages customers to make multiple purchases during a single store visit rather than collecting all

their items and then standing in a checkout line. Research has shown that in some stores customers will spend 40% more using this customer service model. Not only does this model increase sales, it also encourages customers to engage with store employees. This saves customers valuable time and dramatically improves their overall satisfaction with their shopping experience.

Eliminate Checkout Lines

αBay Mobile POS uses a lightweight and affordable mobile device, such as a custom Apple iTouch/iPhone or a Samsung tablet to drive revenue, while providing cost savings to retailers. Its low profile design makes buying more personal, more convenient, and creates a less-cluttered and more attractive store. Store associates carry the mobile device with them as they help customers on the sales floor—empowering employees to be more responsive and to provide more valuable services to the customer. This allows sales associates to spend more time helping customers find and purchase the right products. Customers are short on time and money, if they can't quickly find the product they are looking for or if they have to wait in a long line, they may abandon their purchase and leave. αBay Mobile POS also allows retailers to fill their valuable real estate with merchandise instead of Point of Sale workstations and lines of impatient customers.



Alpha Bay
SaaS, Cloud, Mobile POS Solutions

Alpha Bay Mobile POS

BENEFITS AT A GLANCE

- Accelerate the checkout process
- Improve customer satisfaction
- Eliminate lost sales due to delays
- Drive impulse buying
- Increase employee productivity
- Enhance the customer experience
- Transform cashiers into sales consultants
- Provide quick answers to inventory and pricing inquiries
- Increase customer convenience
- Drive loyalty
- Access real-time data to improve accuracy
- Improve customer engagement



Simple, Fast and Convenient

αBay Mobile POS is fully-integrated with Alpha Bay's Enterprise Retail Suite and has the same reliability and performance as the unique αBay Point of Service application. As an associate processes a customer transaction on the mobile device the transaction information is sent in real-time to the corporate server and instantly becomes part of the valuable business intelligence available to everyone from merchandisers to buyers. For example, if an associate is in the process of scanning a customer's items when the battery dies on the device, the associate can log in to another associate's device and complete the transaction without re-scanning the items. Customers don't have time to stand there while the associate starts their transaction over again. Customers want a quick and painless shopping experience that allows them to purchase what they need and then move on to the next commitment in their busy schedule. αBay Mobile POS gives them that quick and convenient shopping experience.

αBay Mobile POS is a full-featured, easily customizable component of the full Alpha Bay Retail Suite, which includes αBay applications such as:

- Point of Service
- Pricing and Promotions
- Store Operations
- Customer Relationship Management
- Item Management
- Inventory Management
- Business Intelligence/Reporting
- And more

For more information, call us at 801-462-0816 or visit our website www.alphabay.com



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SaaS, Cloud, Mobile POS Solutions