



Five Must-Have POS Features for Specialty Retailers

In today's competitive environment, a growing number of retailers are augmenting their product offerings with food service in order to attract more customers. It might be a coffee shop inside a bookstore, a wine bar in a household goods showroom, or even a full-service restaurant in a department store. If you're one of these specialty retailers, you need an integrated point of sale (POS) solution that encompasses all of your retail and restaurant functionalities. Here are the "must-have" features for such a solution.

1 Omnichannel Customer Experience

First and foremost, you need the tools to build a comprehensive omnichannel presence and grow your business through digital channels, in addition to experiential brick-and-mortar methods like "coffee shopping."

Choose digital ordering and ecommerce solutions, like those SalesVu offers, that integrate with the POS and ensure that all of your channels are accounted for in your sales report, orders are never dropped, and your customer experience is seamless both online and in-store.

2 Flexible, Full-Featured iPad POS

You need a single POS system that provides the flexibility to handle both the retail and restaurant sides of the business. Basic transaction functionalities should be the same for both sides to ensure a consistent experience for staff and customers. This gives you the ability to apply discounts and loyalty rewards the same way regardless of transaction type. Both the retail and restaurant sides benefit from automatic upselling suggestions, which increase average ticket sizes.

3 Inventory Management

Accurate tracking of inventory levels in real time is crucial to business success. This is especially important for retailers in an industry where omnichannel operations are growing more necessary. Inventory management tools help you seamlessly integrate digital channels so that items can be deducted from your inventory in real time. Omnichannel retailers need the ability to set alert thresholds, and require in-depth visibility into inventory and fulfillment.

You need to monitor not only the retail products on your shelves but also the ingredients in your café, wine bar, or other food service area to avoid shortages and overstocking. Recipe tracking helps you easily monitor ingredient levels. Every time an order is placed, the ingredients from that order should be automatically deducted from your inventory.

Another critical function is the ability to create and send purchase orders directly from the inventory program, which can alert you of the need to re-order when you reach pre-set stock thresholds. You should also be able to generate profitability reports by category or item to make better-informed decisions about what to stock.

4 Employee Management and Shift Scheduling

A good specialty retail POS solution can also take a lot of the headaches out of labor management. Employees can clock in and out of the system using a personal identification number (PIN) for tracking of hours worked as well as sales performance. Managers can view all shifts for all employees and create schedules that sync with employees' calendars, factoring in requests for time off or shift trades. You can also generate reports on hours and compensation to optimize scheduling so you're never understaffed or overstaffed in either the retail or food service areas.

5 Loyalty Program Activation Management

One of the best ways to strengthen your connection to your customers and keep them coming back is to implement a loyalty program. Rewards based on purchase amounts should be easily applicable to both retail and food service purchases if they're using the same POS system. You should be able to establish the desired percentage of "loyalty cash" to be awarded per dollar spent (5% of every purchase, for example), set up unlock thresholds for which rewards can be redeemed (i.e. customers must accrue \$100 in loyalty cash before they can pay for purchases with it), and send automatic messages to customers when they sign up and earn or redeem loyalty cash.



*The specialty retailer should obtain all of these system modules from the same vendor, to ensure seamless integration and consistency of operations. SalesVu offers a suite of retail and restaurant apps and cloud-based services, backed by **customer support that is available 24/7 via chat, e-mail, or phone.** To find out more, [contact us](#) today.*