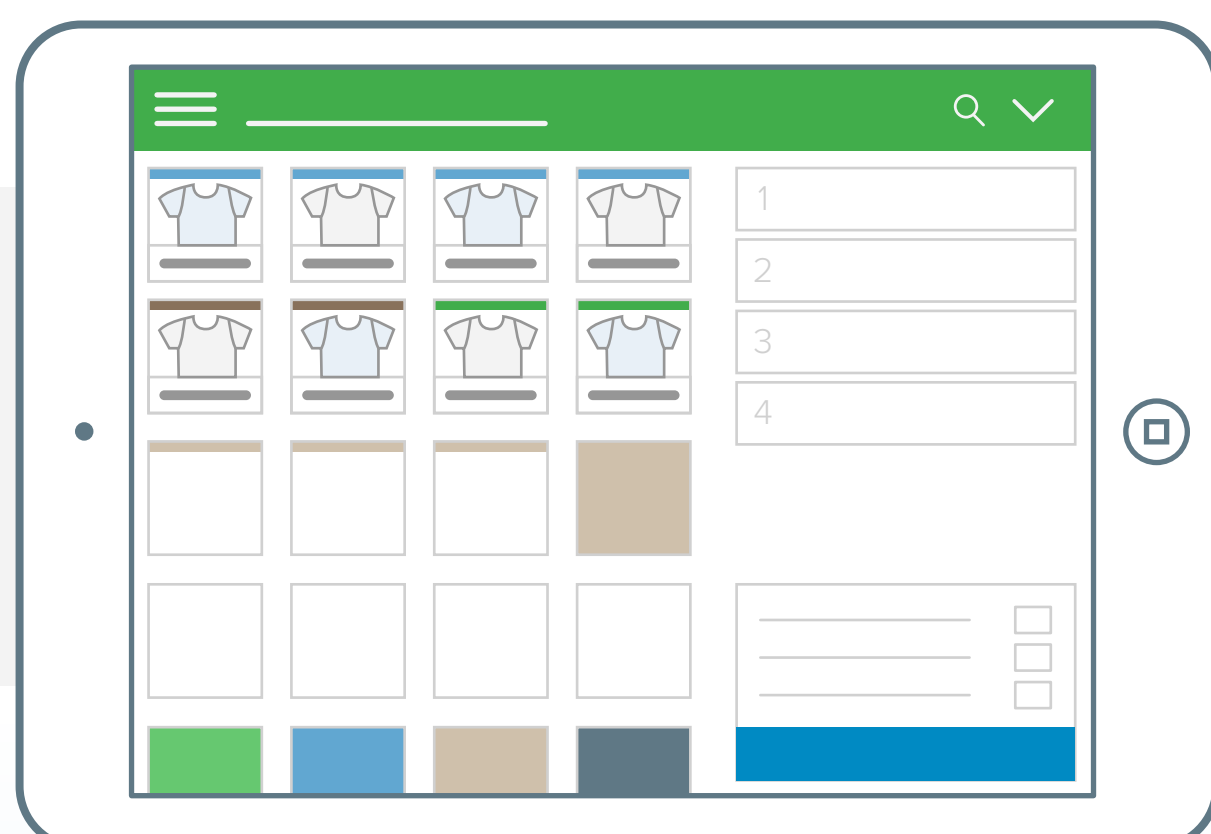


# What to look for in a POS:

Software Advice and Vend share their latest insights



Is your in-store tech giving you the **competitive edge** you need to stay ahead?

Good **point of sale (POS)** software gives the following benefits:

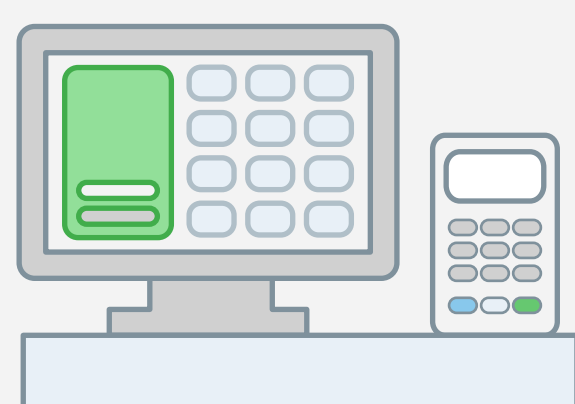
**Automation**  
of tedious processes

**Modernization**  
of your business

Helps **save**  
far more than it costs

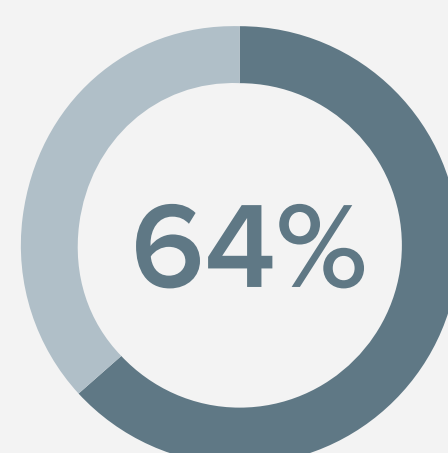
We spoke with **Justin Guinn**, retail market researcher at Software Advice, a site that researches point of sale systems.

**Q: Can you tell us a little bit about your analysis and what you uncovered in terms of current POS adoption?**



**A:** Most surprisingly, 64% of single-store retailers **don't have** a POS system in place at all.

Given the operational benefits and affordability of POS systems these days, these findings really surprised us!

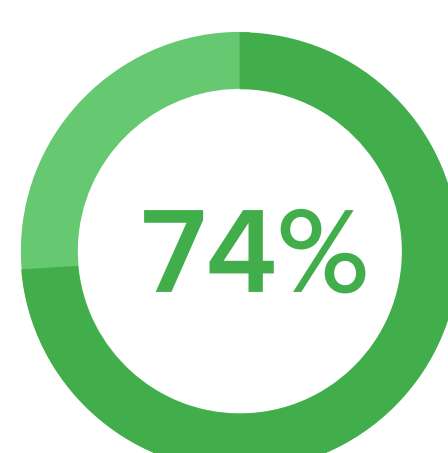


**Q: So there are still a lot of stores without a POS system in place. For retailers that are looking for one, what are the most requested functionalities?**

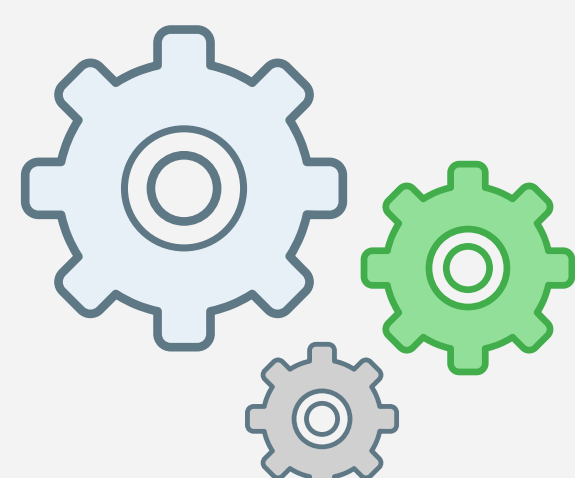


**A:** Sales reporting and analytics capabilities are at the top of the list.

Coming a close second (at 74%) are **inventory management capabilities**. Who wants to spend hours manually counting inventory?

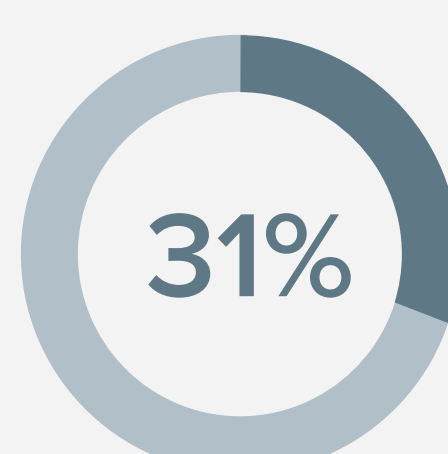


**Q: When consulting with retailers, did they give you an overall sense of why they're looking to replace their current system or adopt a POS for the first time?**

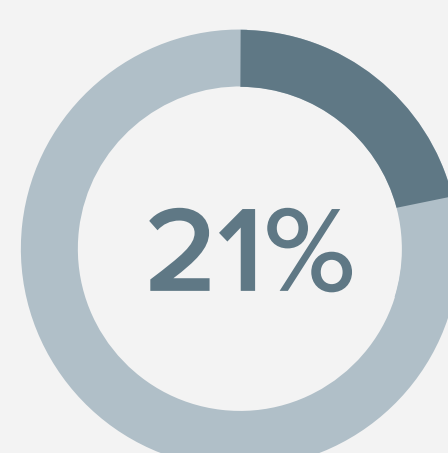


**A:** Interesting question!

For retailers newly adopting or replacing a system, we found that simply "**modernizing**" was a lead motivator for nearly a third (31%) of them.



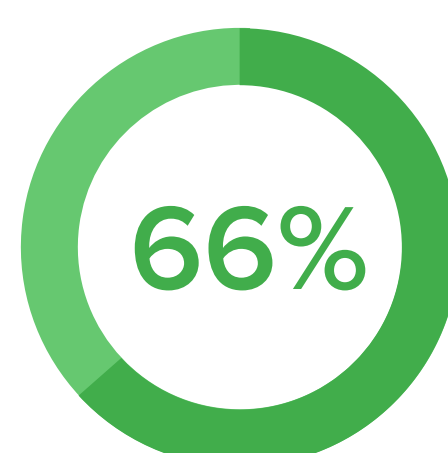
After that, 21% are motivated by their current **system's inadequacies**.



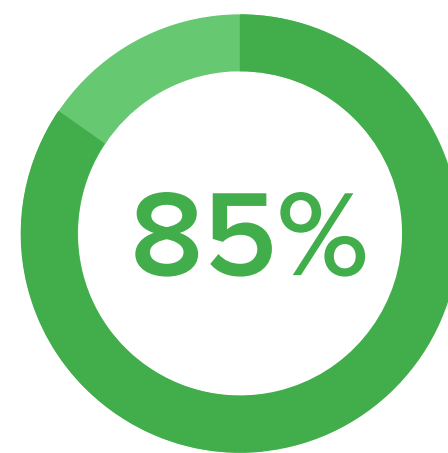
**Q: How might features around customer or employee management benefit a business that's on the fence about adopting a POS solution?**



**A:** We recently interviewed loyal customers to find out some of their biggest pet peeves when shopping at small retailers, and found that two thirds (66%) of them would consider **taking their business elsewhere** if they're not recognized as a loyal shopper by the store owner or staff.

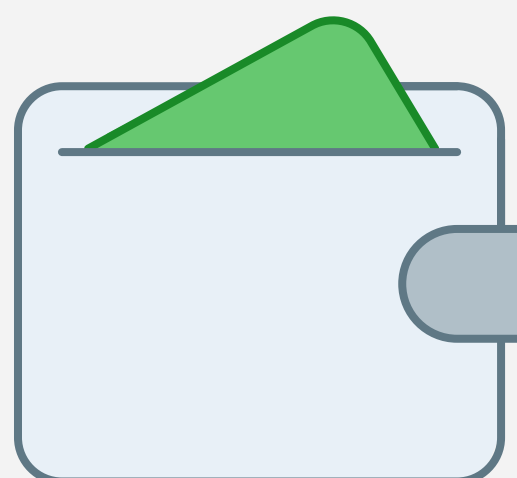


Likewise, acknowledging top performing employees is just as important in terms of boosting staff morale and increasing sales.

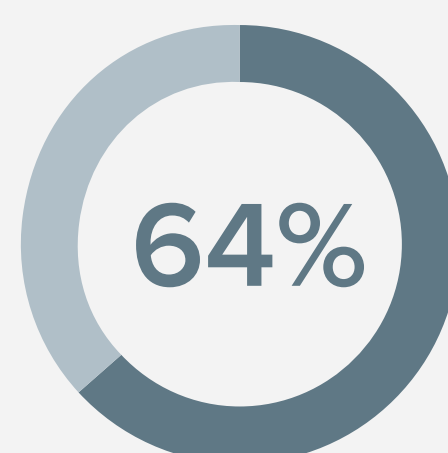


In the same shopper survey, we found that 85% of customers are likely to stop shopping at an **understaffed store**.

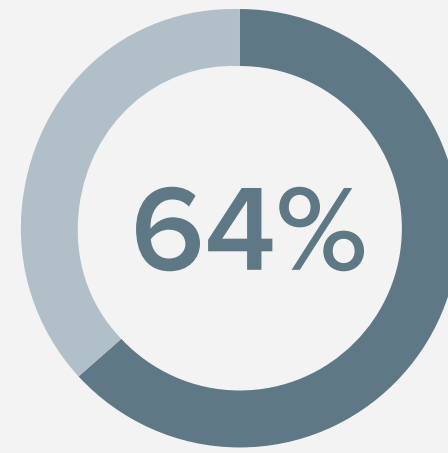
**Q: Did your research take budgets into account, and what they might look like when searching for a POS system?**



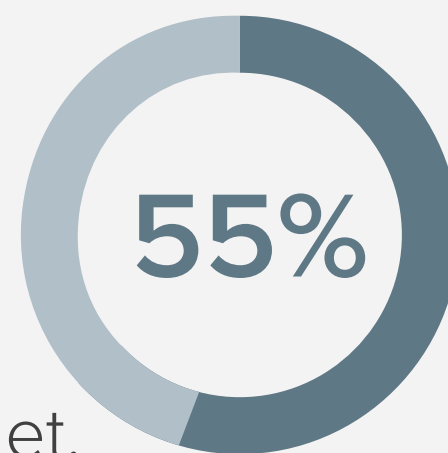
**A:** We found that nearly two-thirds (64%) of first-time buyers are looking to spend between **\$50-\$100** per month on a new POS, while only 53% of replacement buyers estimate that budget.



64% of first-time POS buyers are looking to spend between **\$50-\$100** per month.



Only 55% of replacement buyers estimate **less than \$100** per month for their new POS.



Perhaps this is because they now understand **the importance of a POS system**, and are willing to make a more room for it in their budget.



The value of a POS system is that it can start shaving costs by **automating time-consuming admin tasks**, keeping track of sales, inventory, and staff, all while building and sustaining a loyal customer base.

And in an industry where consumers are overwhelmed with choice, it's important that you're providing them the **best retail experience** possible.