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5 WAYS POS CAN HELP ECOMMERCE OWNERS CONNECT WITH MORE CUSTOMERS

Online stores are open all hours, globally accessible, and simple to scale, with low ongoing operating costs. And customers find ecommerce easy and convenient, with a wide range of products available for delivery right to their door. There's one thing online stores can't deliver, and that's **valuable face-to-face time with your customers**. Here are five ways you can leverage your omni-channel retail platform at a point of sale (POS) to connect with more customers.

1

OPEN A POP-UP SHOP OR MARKET STALL FOR RETAIL SPACE ON A BUDGET.

Customers will be able to see your products, ask questions, and purchase stock to take home today or deliver later, while taking advantage of all the same payment options you offer online, including buy-now, pay-later options. This is also a fantastic option if you have peak selling seasons, as you can open up your shop to trade during busy periods.

2

TURN TRADE SHOWS AND CONFERENCES INTO A B2B SALES OPPORTUNITY.

Trade shows, conferences and expos are a growing part of the retail and wholesale scene in Australia and New Zealand. They present an opportunity to form new business relationships and promote your brand, but with the right tablet-enabled POS platform, they're also a chance to make on-the-spot sales.

3

OPEN YOUR FIRST BRICKS-AND-MORTAR STORE.

Despite all the benefits of ecommerce, traditional retail stores offer a customer experience that's hard to match. Your full-featured POS platform will not only help you get started sooner, it will also reduce errors in cash handling and integrate with your accounting platform for seamless financial management.

4

CREATE A SERVICE CENTRE AT YOUR WAREHOUSE.

It will help you reach the 62% of customers who are [more likely to buy online if they can return in-store](#). Your omni-channel POS platform has full access to your ecommerce sales, enabling you to manage returns and exchanges at the warehouse.

5

STREAMLINE YOUR SALES CHANNELS FOR A SEAMLESS CUSTOMER EXPERIENCE.

With customer loyalty, sales, inventory, and fulfilment managed across any number of outlets, an omni-channel retail platform places at your fingertips all the information you need to give your customers the best in-store experience.

Omni-channel retail management systems are finally breaking down barriers between sales channels, creating new and exciting ways for ecommerce operators to sell everywhere, not just online.

Neto is the only Australian retail management platform that provides a complete solution for ecommerce, Point of Sale, Inventory and Fulfillment. Our integrated back-end technology enables exceptional and consistent customer experiences via any channel, be it in-store, online or through a marketplace. We automate repetitive tasks and integrate with multiple sales channels to manage orders and shipments. If you're ready to meet your customers face-to-face, start your [Neto free trial](#) today.

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Sell everywhere, manage everything

START YOUR 14-DAY TRIAL

