ITRetail™ LOCAL EXPRESS

How your food business can **drive sales** with **POS software?**

Sales are the lifeblood of any food business, so it's important to have a POS system that can help you drive sales and keep track of your customers. POS software can help you do just that, by providing a way to manage your inventory, take payments, and track customer data.

POS software provides a number of features that can help you handle the challenges of the food business: sudden price changes, running out of products, long waiting lines, or customers facing payment difficulties – and the list doesn't end there.

In this e-book, we explore how your food business can take advantage of POS software to drive sales.

Identify customer demand and use this knowledge to boost sales

One of the best features of POS software is that it can identify **the most in-demand products** in real time. With this knowledge at hand, you can constantly tailor unique promotions around them. Customers are more likely to buy when they know what they want. Use POS software to **keep track of customer trends** and preferences so you can stock the items that are most likely to sell.

A robust point-of-sale software acts like a mobile and online cash register, updating your sales and stock in a timely manner. It gives you a complete overview of your business activity, from sales and customers to suppliers and inventory.

You can use the information given by the POS system to identify the most and least sold items, assess their profitability, and adjust your offering accordingly for maximum financial return. Putting in a point-of-sale system is an investment that can pay off in more sales and happier customers.

Craft Loyalty Programs and Targeted Offers

It is no secret that the best customers are those that come back frequently: **20%** of existing consumers will generate 80% of future revenue. You don't have to passively wait for customers to return; **loyalty programs** can attract them.

POS systems allow you to track what products customers buy and can automatically give loyalty points. Best grocery store POS systems track real-time customer action and report on loyalty programs and special promotions.

Streamline the Performance of Your Grocery Store With POS

POS software improves customer service and business operations, it can optimize transactions by allowing cashier and back office real-time communication. While the cashier processes the order, POS systems can provide information when you're running out of supplies or when to order from wholesalers.

As the main purpose of POS software has originally been improving and facilitating **cashless payments**, it will optimize your **mobile payments** as well. In the current business environment offering mobile transactions is vital. Additionally, POS can be customized with **digital wallet** options and gift cards.
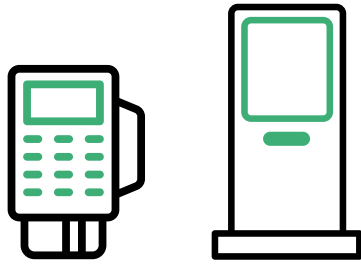
In addition, powerful POS systems can be incorporated with **self-service kiosks** in a variety of ways.

Self-service has various advantages, including a shorter waiting time, lower personnel expenses, and more opportunities to make additional purchases.
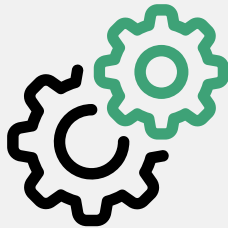
It is necessary to integrate self-service with the point-of-sale system in order for it to be effective, and POS software can make that integration seamless.

Integrate Your POS Software With Your Food Delivery App

For every wrong order that goes out or is never fulfilled due to faulty integration between a business's POS software and its delivery app, owners are shaving down their profit margin.

Ensuring that the right order gets to the right person and that no inbound orders are missed is crucial, given that 25% of consumers say they **spend more** on off-premises orders than in-store. **44% of delivery users get same-day delivery but 1-in-3 have more flexibility in delivery windows.**

Additionally, integrating a delivery service has been shown to **increase sales** volumes by 10 to 20%, so making sure all those orders are accounted for can prevent easily avoidable losses.

The best systems use GPS to tell drivers where to go and send customers real-time updates on their orders via SMS or push notifications.

Bottom Line

POS software for food businesses provides a comprehensive view of your business, helps increase customer loyalty, and can be seamlessly integrated with delivery apps. When POS systems are used in conjunction with self-service kiosks, businesses can reduce expenses and provide a better customer experience.

For more information on how you can start building your own fully integrated, fully customizable online storefront for your grocery business, **Local Express is here to help.**

"Since the start of the pandemic, online shopping has grown exponentially — and it's still growing. About 80 percent of the US population has made some form of purchase online, and this number is projected to climb from 263 million to 291.2 million by 2025. Grocers need to adapt to this demand, and IT Retail's integration with Local Express is a great place to start. Combined with a strong digital marketing strategy, I can see some grocery store sales increasing from 5 to 20 percent. Please reach out when you're ready to take your business to the next level."

George Goodwin,
Marketing Director for IT Retail

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