

The Emergence of the Mobile Cash Register

**Cash Register
20th Century**



**Mobile POS
21st Century**

*Why the "Next Big Thing" in
pharmacy point-of-sale will
actually fit in the palm of
your hand.*

A Smarter Pharmacy Publication from:



**Retail
Management
Solutions**

Where did mobile POS come from?

The use of mobile technology for checkout first gained notice for most people in the last 5 years or so with the airline industry, and later in Apple stores. Virtually all airlines have gone “cashless” in recent years, as flight attendants use mobile devices to process transactions for snack purchases during flight with a credit card. Anyone who has shopped in an Apple store has also seen the mobile devices used by employees anywhere in the store to checkout customer purchases with a credit card.



What does the future hold?

**“The future of our
Point of Sale systems
is completely mobile”**

Jamie Nordstrom

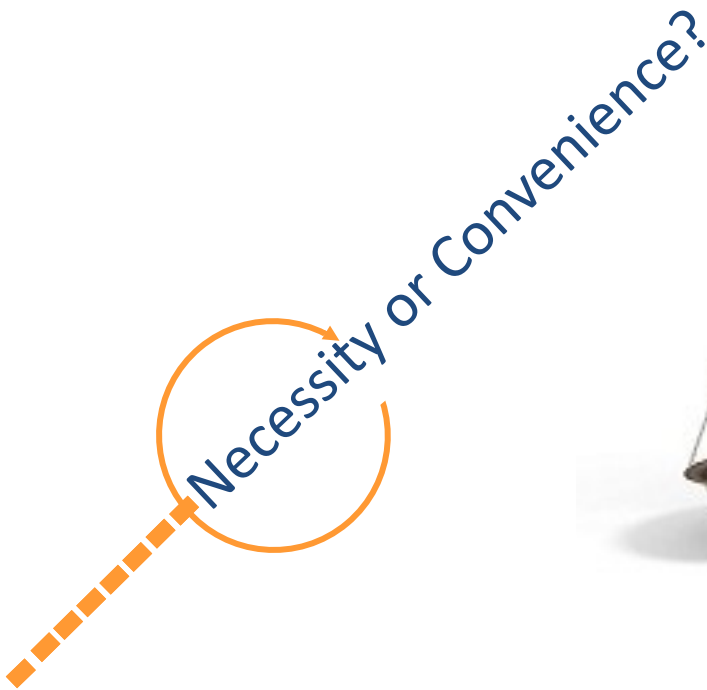
Like the emergence and popularity of cell phones in the late ‘90s and their rapid proliferation over the last 10 years, the introduction of mobile cash registers will soon be a common experience in retail. In 2012, Nordstrom introduced the technology in their full line stores and many of their Nordstrom Rack locations. Customers shopping at Nordstrom are invited to look for store employees wearing green shirts who can checkout their purchases with a credit card throughout the store. Employees using a portable device with a merchandise scanner can quickly process the transaction with a credit card, and print or email the receipt. Another feature available to the employee allows them to check inventory and sizes. By the end of this year, Nordstrom sales people will be able to do everything on their handheld devices that they can at a register. In the same press release, Jamie Nordstrom, president of the company’s online division, commented that “the future of our Point of Sale systems is completely mobile.” “It’s hard to know whether it’s in one year or five years because the technology is evolving so rapidly.”

More companies are starting to think mobile

“All of JC Penny’s 1100 stores will soon offer mobile checkout”

Likewise, JC Penny (JCP) recently announced that it will replace cashiers, cash registers and checkout counters by 2014, according to Ron Johnson, the chain’s CEO who introduced mobile checkout when he was head of the Apple Retail stores. His plan will replace the cash register with a patchwork of technology solutions, including mobile checkout, RFID tracking systems for merchandise, and also self-checkout with the investment designed to improve customer service. All of JC Penny’s 1100 stores will soon offer mobile checkout. And, employees at Costco are now using hand held devices for “line busting.” The employees can scan a customer’s purchases while they wait in line and print a bar code that they can provide to the cashier to pay when they reach the register.





The use of mobile checkout is designed to improve the customer experience by reducing time waiting in line. The longer customers wait in line, the longer they have to re-evaluate their purchases, possibly eliminating some items, or leaving the store to shop somewhere else where they don't have to wait resulting in lost revenue for the store owner. By providing more personalized service, retailers hope to achieve higher sales via a higher average price per ticket, and a larger number of items sold.

“The longer customers wait in line, the longer they have to re-evaluate their purchases...”

**PLEASE
WAIT HERE
FOR NEXT
AVAILABLE
CASHIER**

Independent pharmacies pride themselves not only on their more personalized service, but also on faster and more efficient service than the large chains. In order to stay ahead of the chains, independent pharmacies must embrace the new mobile checkout technology to maintain their edge in customer service, because the large Drug Chains will certainly begin to offer this technology to their customers.

What Does Mobile POS do for Pharmacy?



So how can Evolution POS, the new wireless, mobile register offered by Retail Management Solutions help independent pharmacies? Evolution POS is the first mobile register in the pharmacy industry and was introduced in 2011. This device changes the way you relate to your customers, and provides many ways to better manage workflow within the pharmacy. Evolution POS is a full featured cash register that can handle not just credit cards, but any method of payment that the traditional POS register can. It can also track counseling, capture the customer's signature, and print a receipt. So, it's not surprising that one of the first applications for Evolution POS is the drive up window, eliminating the need to have a traditional register by the window, and passing a wired signature capture pad out the window each time a customer drives up. Another way that Evolution POS can improve service is to use it for "line busting" to check out customers waiting in line during busy times so someone who needs additional time at the main register does not hold up the line. Evolution POS can also be used to provide more personal service for customers in a wheelchair or for customers who want more privacy while discussing their medications away from the line perhaps in an area reserved for that purpose. It can also be used for special events like immunization clinics so that the additional customers in the store don't clog up the registers. You can even use it while you are helping a patient find a product and check them out right on the spot.

Maximize Your Sales Opportunities



Evolution POS can be even more useful outside the pharmacy. For example, the device can be used for sidewalk sales, or for special events away from the pharmacy. Some pharmacies are using it to provide concierge or curbside service so that disabled patients or parents with young children don't have to get out of the car. Imagine giving a flu shot to a disabled customer in their car, and being able to ring them up on the spot! Others are using Evolution POS for deliveries. And, in a hospital setting, Evolution POS can be used for discharge medications delivered to the patient bedside. For hospitals, this can mean improved compliance and lower re-admission rates which is important as Medicare has begun to penalize hospitals whose re-admission rates for certain medical conditions are too high.



Finally, use of mobile technology is a way to show your customer that you are not only keeping up, but are ahead of the game. It is only a matter of time before stores such as Walgreens, CVS, and Rite Aid offer this technology. Independents need to embrace mobile registers now to continue to provide a higher level of service to their customers, and keep them from straying.

Want to learn more?

Retail Management Solutions is the industry leader in point-of-sale technology for retail pharmacy. We are the only company in the industry specializing strictly in POS technology for pharmacies. Having installed more POS systems in the independent pharmacy market than any other company, RMS has become the industry standard.

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About the Author:

Gary Labuzetta is a Senior Account Executive with Retail Management Solutions. He has over 30 years of experience in the pharmacy industry and is a true expert in the field. Gary has enjoyed watching the development of pharmacy technology ever since being involved in the sale and support of some of the first pharmacy and pharmacy POS systems ever released.

