



MPOS Method

Increase Your Profits By 3%

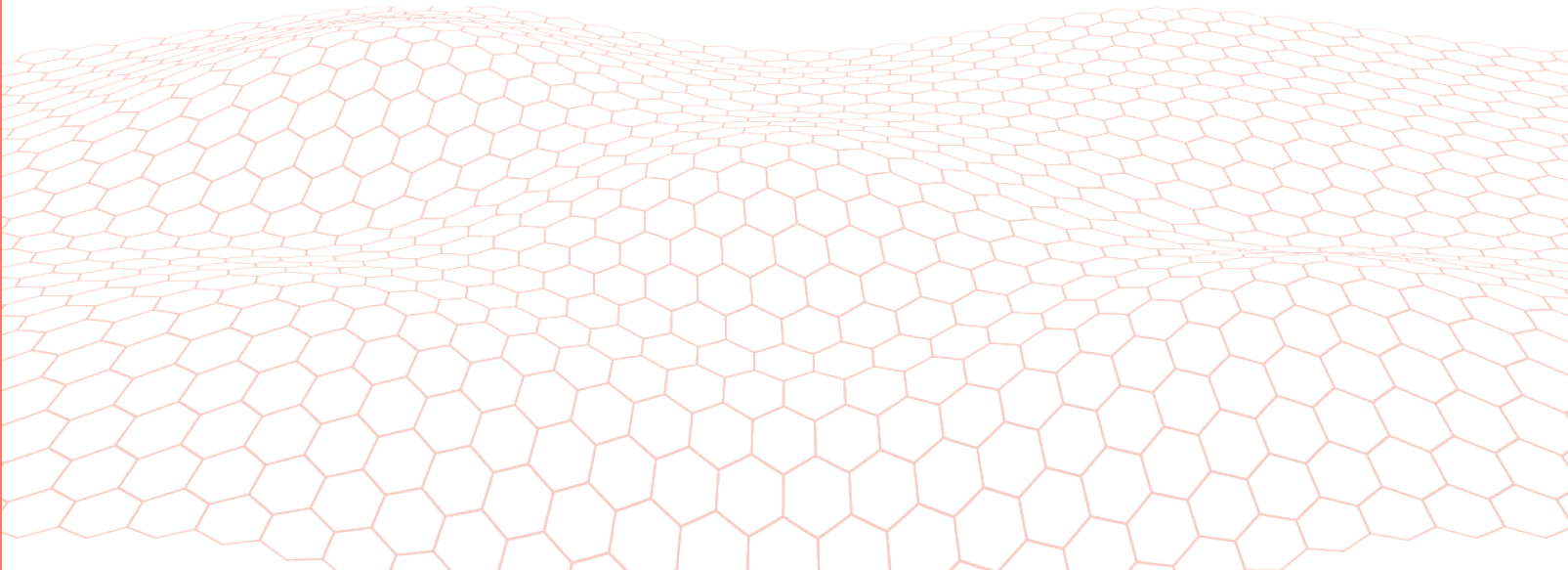


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01

Consumer Convenience Store Journey

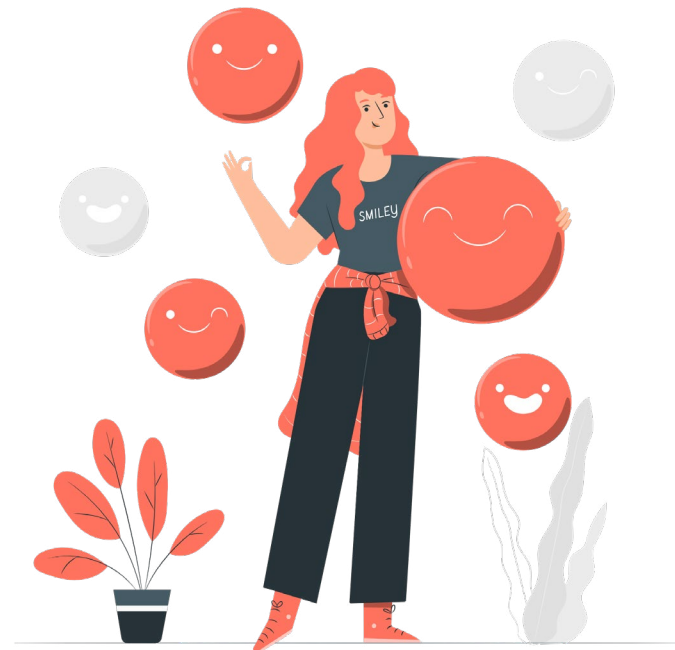


Consumer Convenience Store Journey



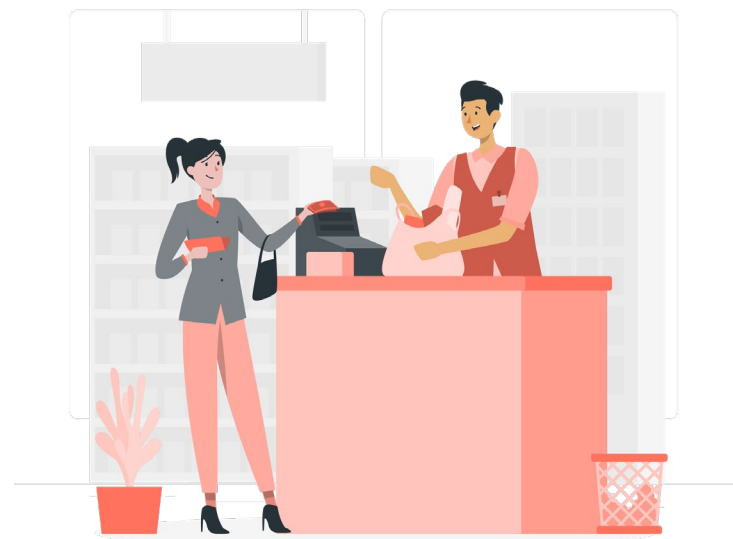
Customer-centric focus

Having a customer-centric focus is what makes convenience stores become successful, as it helps build brand loyalty and provide a unique consumer journey. This way, convenience stores continue to provide maximum satisfaction to their consumers by going above and beyond to meet expectations.



Freedom of choice

Enable consumers to choose how they carry out transactions with your brand. Give them control of how they order, pay and fulfil each transaction, so they can ensure that the consumer journey is customised to their preferences.



Consumer Convenience Store Journey



Frictionless process

Create a frictionless and user-friendly process for customers to interact with your brand. Make processes efficient and let consumers feel confident at each point in their consumer journey – from start to finish.



Personalisation

With personalised notifications and offers, you help consumers build trust and make them think that “this brand understands me.” Communicating at specific times of the day per each consumer’s preferences also demonstrates that the brand respects their time.



Consumer Convenience

Store Journey



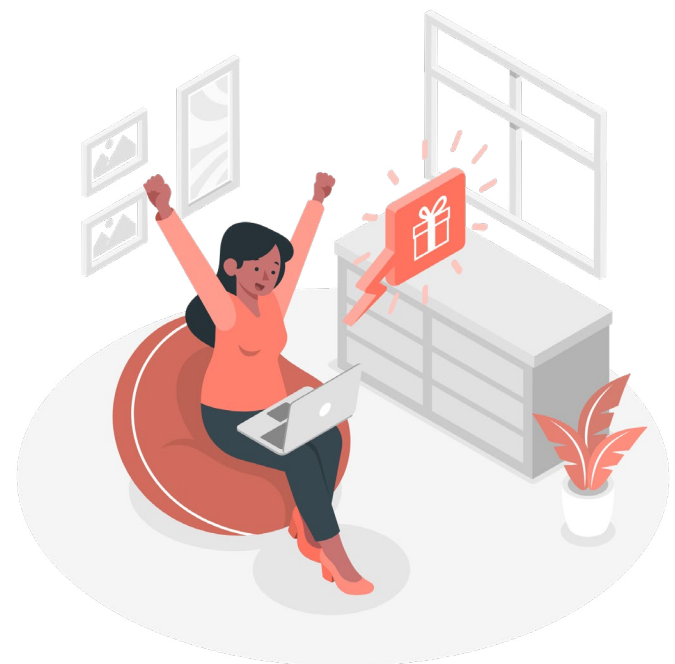
Brand identity

Reinforce the promises and guarantees made by your brand with your consumers at all points of interaction – especially the digital experience – which allows the consumers to observe the brand delivering on their expectations.



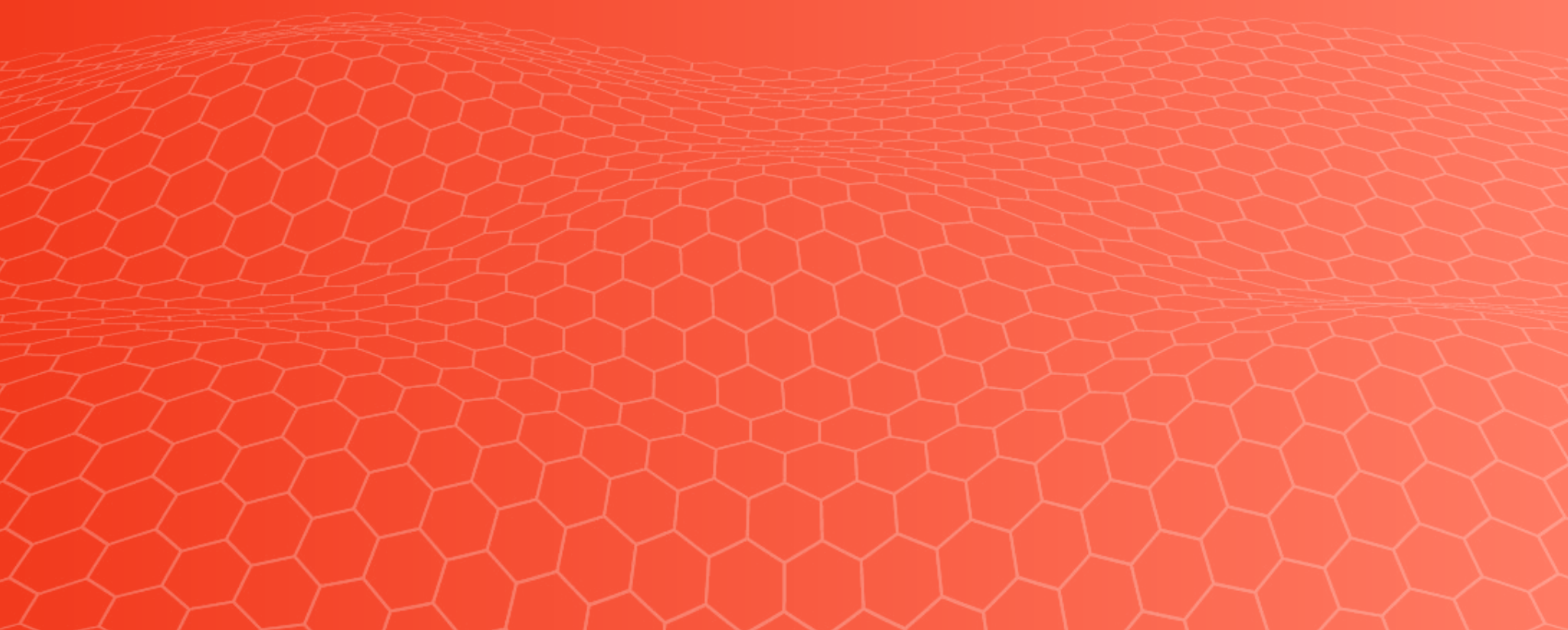
Hospitality

Express your hospitality towards your consumers with good customer service, personalised rewards, surprise gifts or a branded game to fill downtime. Consumers feel valued when they are shown hospitality, and they tend to reciprocate with their loyalty to the brand.



02

The MPOS Method



The MPOS Method

Years of experience in the retail industry, and hundreds of conversations with stakeholders have allowed MPOS to narrow down on the factors that allow businesses to earn higher profits, if followed properly.

The MPOS method is aimed at helping convenience stores earn up to 3% extra profits by making adjustments to their operations; adjustments that help reduce resource wastage, eliminate redundant processes, save time, automate tasks, increase efficiency and cut down costs.



Review weekly health reports

- Eliminate high waste items
- Check stock adjustments
- Reconcile cash and card payments with audit trail report
- Review data and adjust pricing for products showing low profitability
- Improve profit for each department using a store profit report and see top sellers

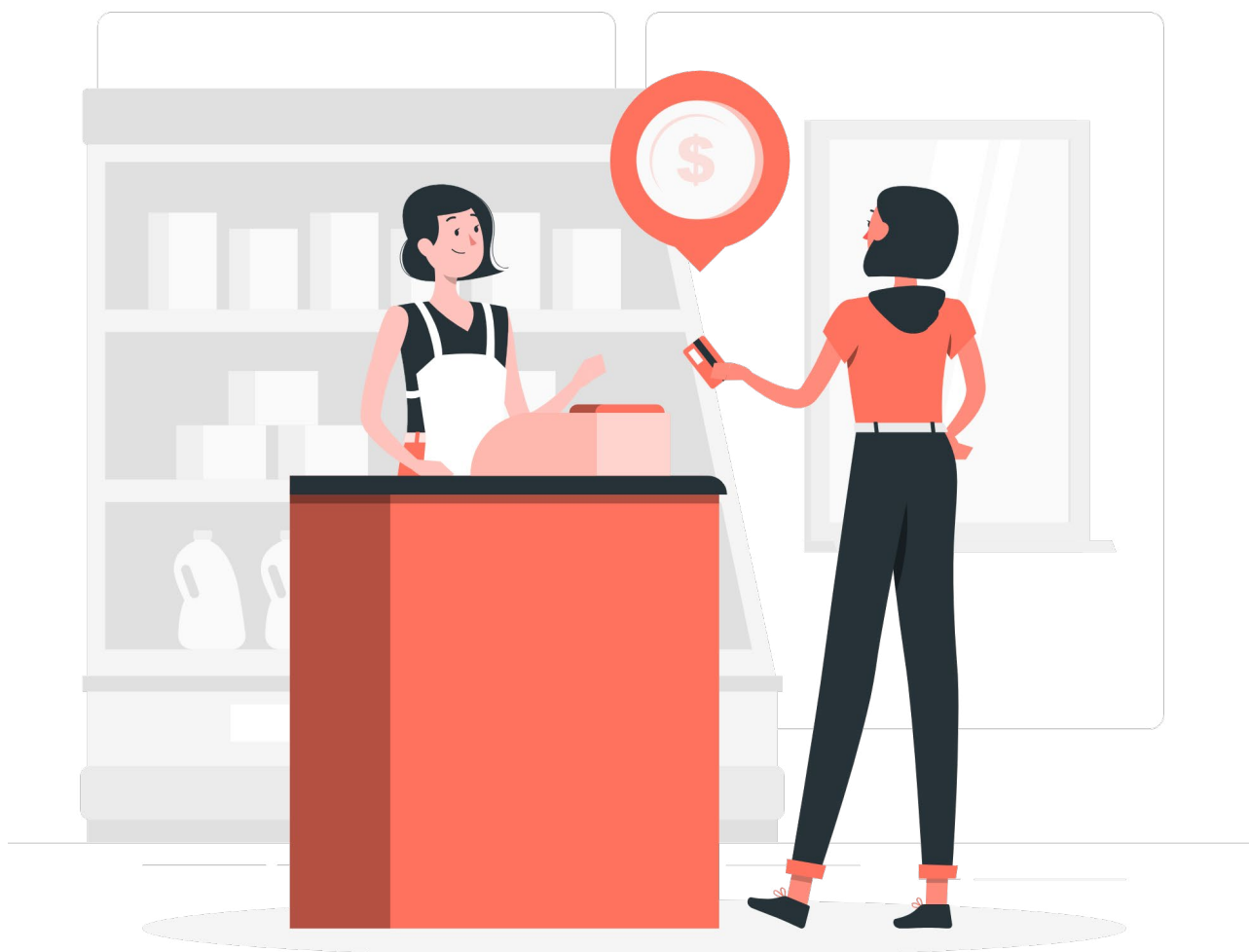


The MPOS Method



Place purchase orders with one click. The feature saves you approximately 2 labour hours per order

- You don't need to individually price items with shelf-edge labels. Supplier price changes allow all stock to be sold at the new price.
- Download and process goods instantly with updated cost prices, and ensure target margins are met and profit is optimised.
- Compare prices of various suppliers and optimise the order to ensure cheapest items are ordered from the cheapest supplier.

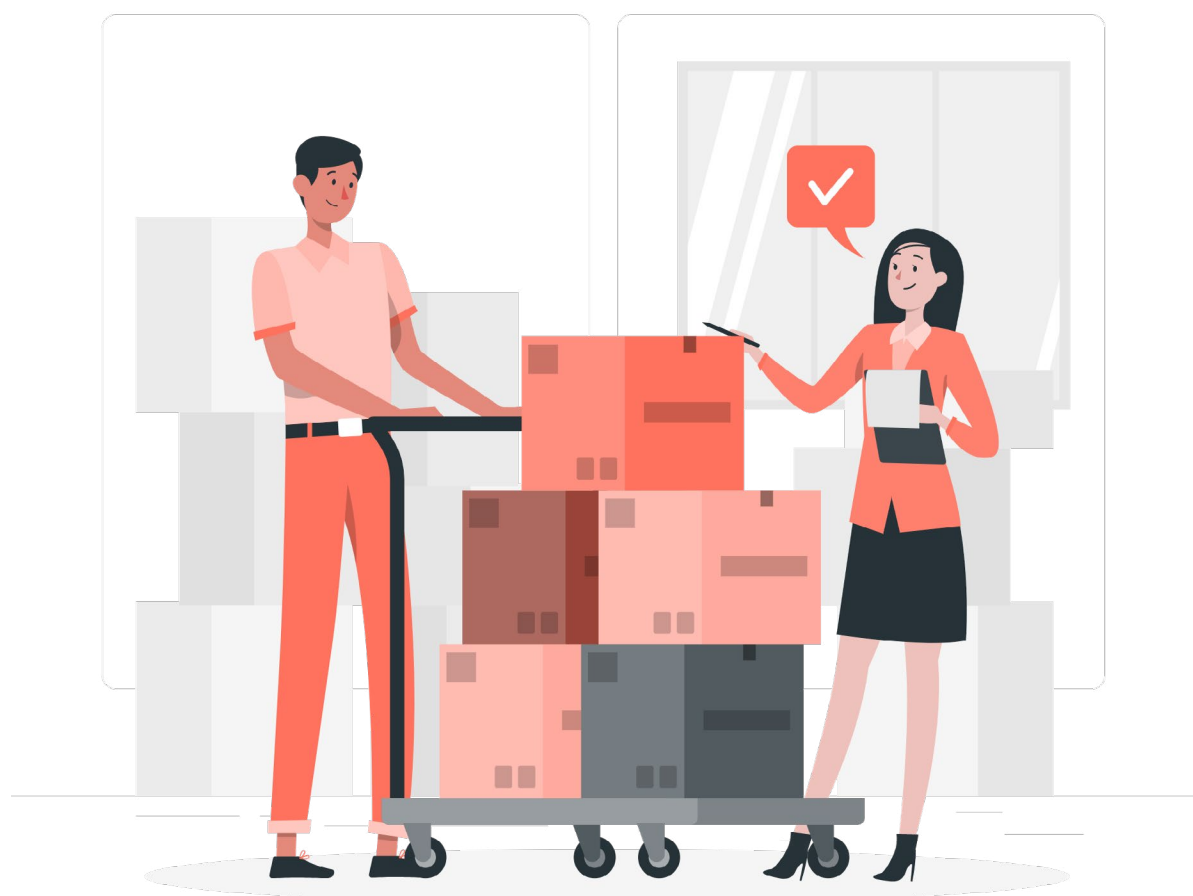


The MPOS Method



Manage staff, restock product and identify potential sales

- Ensure every shelf and every square foot is paying for itself.
- Review data to discontinue slow sellers and replace them with new items.
- Use exceptions reports to monitor staff and weed out dishonesty using data.
- Link directly to supplier product files to ensure ranging options are visible. If you need a better range for a particular product, you can check the supplier file for suggestions of good sellers that you don't currently have.
- Ensure your store has enough of the top selling products. Avoid losing profits by not being able to meet product demand. Use reports to understand how much of a product customers buy, to order the appropriate stock levels.



The MPOS Method



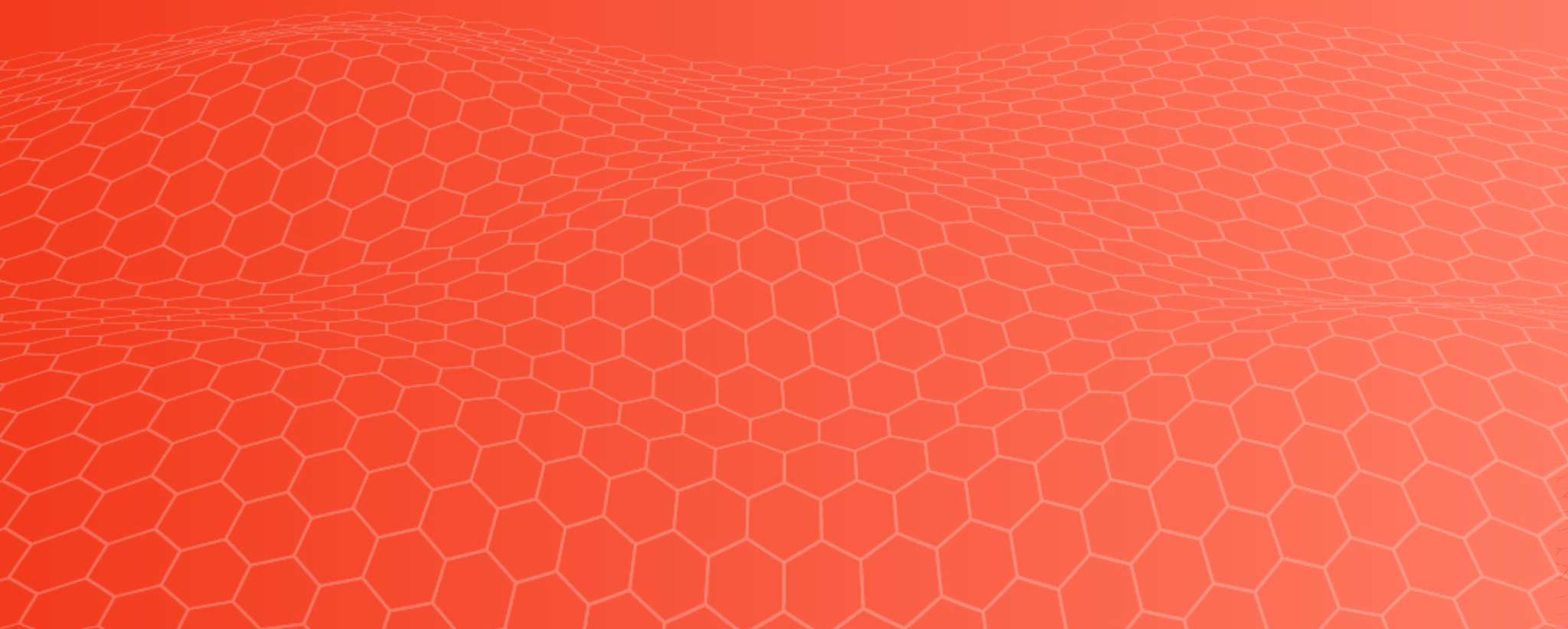
Ensure data accuracy

- Connect lotto terminal with lotto sales in your POS system
- Connect paypoint sales with paypoint sales in the POS system
- Use the manpower report to check if your shop has enough staff at key sales points to minimise shoplifting
- Update prices regularly and ensure that all products are priced correctly at checkout. If a product is not a part of your database, MPOS uses our Superplop cloud technology to add the item and ensures that it sells at the recommended price so your staff doesn't make any errors at point of sale.



03

Mapping the C-Store Customer Journey



Mapping the C-Store Customer Journey

The in-store experience is an essential part of a customer's journey. Retailers need to create an enjoyable and engaging experience for their customers as they navigate through the store. Shopping should be effortless, with access to helpful staff, intuitive navigation and informative visuals that assist customers along their path.



Step 1

Decision

Shopping in-store isn't always the original plan but a digitally connected consumer may find it easier to make the decision to visit a convenience store. Relevant and timely offers such as discounts or coupons can help drive incremental sales. Beacon technology can identify consumers at a location, triggering the send of an offer that will entice more customers in-store.



Step 2

Arrival

Consumers should enter the store with a clear plan in mind and know how to navigate around your c-store. Every next step should be clear for the customers and you should provide guidance for the same. A seamless experience helps consumers gain faith in a brand's digital capabilities.



Mapping the C-Store Customer Journey

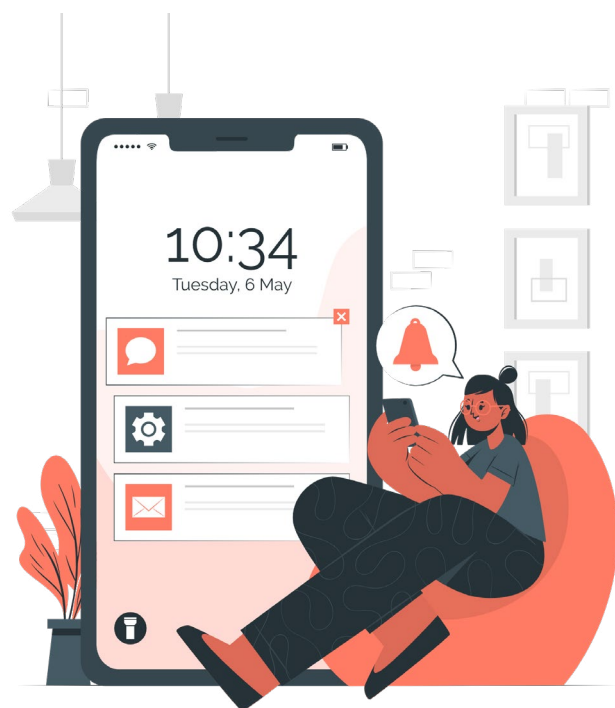
Step 3 Shop

Convenience store owners can capitalise on digital interactions tailored according to consumer profiles, shopping habits and purchase records, in order to encourage impulsive buys. Consumers who frequently visit c-stores are particularly likely to make unexpected and impulse purchases. There is an open opportunity for brands to capitalise on brief wait times when customers are placing orders or at checkout. This window can be used to interact with clients and create an upsell opportunity.



Step 4 Upsell

A well-considered reminder from you to your customers goes a long way in demonstrating hospitality. It gives the customer the impression that the brand is invested in their convenience, to make an effort to offer a customised experience. Digital notifications like a simple SMS or a mobile push notification effectively remind people to buy additional items which complement what they already bought.



Mapping the C-Store Customer Journey



Step 5

Payment

The checkout counter is an excellent place to show customers that they are valued and appreciated. The cashier might be the only person the consumer interacts with during their c-store experience, making it essential to make each encounter worth it. While it can be difficult to do so, fully automated or clerk-assisted kiosks offer reliable digital hospitality and allow customers' names and preferences to be remembered.



Step 6

Last Touch

A personalised “thank you” can make a consumer feel valued and appreciated. This method of communication may offer opportunities such as more frequent visits, inclusion in a rewards program or the chance to rate their overall experience higher than they would have before.



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