

Case Study: Mobile Point of Sale

Mobile Point-of-Sale Devices Help Grocery Store Owner Improve Cash Flow and Keep Shoppers Happy



CARD ACCEPTANCE ENABLES GROCERY STORE TO OPTIMIZE ITS DEBT COLLECTIONS AND MEET CUSTOMER DEMAND

Saravana Store is a neighborhood grocery store in Chennai, India, that also offers home delivery of bottled water. The majority of Saravana Store's shoppers are young IT professionals who prefer to pay by card—whether they are picking up just a few items or stocking up on groceries for the entire month. In addition, water delivery customers do not always have enough cash on hand to settle the bill on delivery. The store's owner, Senthil Kumar, started offering his customers the convenience and security of card payments through a mobile point-of-sale (Mobile POS). He soon saw great improvements in cash flow as he didn't lose time collecting money owed. Sales volume grew, too, as shoppers increased their basket size in the knowledge they could pay with card.

CHALLENGE

Saravana Store's core customers in Chennai, India, prefer paying by card to avoid the hassles of carrying cash or searching for an ATM. To increase sales and improve cash flow, the owner, Senthil Kumar, needed a convenient and secure way to collect payments immediately from shoppers in the store and on deliveries.

SOLUTION

Saravana Store's owner, Senthil Kumar, worked with Bijlipay, a leading payment solutions provider, to obtain PosMate, a hand-held Mobile POS device made by Spire Payments. The solution offers a simple interface, dependable security and the ability to accept payments on the spot at the time of purchase.

RESULTS

The Mobile POS solution has helped Senthil Kumar offer customers a convenient way to pay for store purchases and deliveries without cash. The new service keeps customers loyal, attracts new shoppers and greatly improves the small merchant's cash flow and sales numbers.

Now that Saravana Store offers card acceptance with Mobile POS, average sales increased by

19%

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CHALLENGE

The owner of Saravana Store, Senthil Kumar, runs a grocery store and water delivery service in Chennai, India. In business since 2000, he has only ever accepted cash and never considered accepting card payments. However, as Chennai's IT sector has developed into a thriving industry, the majority of his customers now are young professionals who prefer to pay by card. Senthil felt it beneficial to offer card acceptance in his store to avoid losing sales when customers don't have enough cash on hand. In these cases, customers often abandon their purchases rather than search for the nearest ATM. Saravana Store's water delivery business poses another challenge, as Senthil's employees sometimes have to return multiple times to get full payments from customers for money owed. He needed a way to collect immediate payments both in store and on deliveries that would be easy for him, his employees and his customers.

SOLUTION

Mobile POS technologies that leverage smartphones and tablets are especially beneficial for small businesses, as they help accommodate the ever-increasing customer preference for card payments and offer merchants a reliable means of collecting full payments at the time of purchase. Mobile POS solutions offer:

- Ease of setup and use
- Simple user interfaces for the merchant and customer
- Portability and flexibility for "anytime, anywhere" payment acceptance
- Reduced risk of theft or loss as delivery personnel no longer carry cash
- Online reporting to easily track sales and issue refunds
- Streamlined accounting and financial documentation processing
- Lower cost of ownership with an affordable, fixed monthly fee

The Saravana Store's owner knew he needed to start offering card acceptance to his customers but didn't know where to begin. He worried that it would be a complex and expensive service—until he talked to a Bijlipay salesperson and realized just how simple and affordable a Mobile POS could be.

Bijlipay is a mobile payment solutions provider that focuses on emerging markets such as India. Bijlipay leverages PosMate, a convenient, pocket-sized mobile card reader manufactured by Spire Payments, a global leader in POS software and hardware. PosMate connects with smartphones and tablets securely through Bluetooth, giving Saravana Store's customers an easy way to pay by card anytime, anywhere.

Ease of use, low monthly device rental fee, no collateral requirements and no transaction limits helped Senthil Kumar extend card acceptance to his customers. In addition, the Mobile POS made Senthil's business operations safer, as it eliminated the need for employees to carry large amounts of cash on deliveries.

RESULTS

Saravana Store owner, Senthil Kumar, is excited about his sales growth since introducing the Bijlipay Mobile POS and has been happy to refer other neighborhood businesses to Bijlipay.

The benefits include:

Improved cash flow On-the-spot payments contribute to a much better cash flow, which means Senthil Kumar has more funds available to manage his store and grow his business.

More efficient operations With Mobile POS, Senthil or his employees can collect payments on the spot, saving time and resources and, sometimes, avoiding the hassle of multiple return visits to collect money owed.

Larger orders Mobile POS makes it easy for customers to fill up their shopping baskets or delivery orders without worrying how much cash they have on hand. Whether it's a large monthly order or just a few things, customers can pay by card at the time of purchase.

Higher customer loyalty By offering customers a convenient and trusted method to pay, Mobile POS caters to a busy professional lifestyle and fosters greater customer loyalty.

Growing customer base As word spreads through the neighborhood, the convenience of Mobile POS brings new customers into Saravana Store.

Streamlined accounting Customer payments go directly to Senthil's account, so there is no longer a need to visit the bank and deposit cash at the end of each day.

THE LOW-COST WAY TO SERVE TODAY'S "CASHLESS" CONSUMERS

Mobile card acceptance is now a \$5.7 billion business worldwide and the fastest-growing trend in retail.¹ As consumers become increasingly tech-savvy and time-strapped, they expect to be able to pay for their everyday transactions with a credit or debit card rather than cash. To meet this demand, merchants are finding it easy and cost-effective to transform existing mobile devices, such as smartphones and tablets, into Mobile POS solutions to ensure safe, simple and smart transactions.

1. IHL Group, Mobile POS: Hype to Reality, May 2013.

For more information, please contact
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"It is very easy to collect large payments from my regular customers who order monthly groceries from me. This credit account (tab) is something that most grocery shops like mine have to do to keep their customers loyal, but collecting money can be a pain for us and delays in collecting affect our cash flow."

Senthil Kumar Saravana Store Owner