

5 ways mPOS is changing the industry

According to research by MarketResearch.Biz, the \$26 billion global mPOS (mobile POS) market is expected to grow at a CAGR of 18.8% through 2027.¹ Here are 5 main reasons why mPOS is poised for such explosive growth.



Better customer experience



Trends:

- Customer experience is expected to overtake price and product as the key brand differentiator.
- 73% say customer experience is an important factor in purchasing decisions.
- 86% of customers are willing to pay more for a great experience.²

Actions:

- Smartphones, tablets and ordering kiosks provide the experience customers want.
- Devices let them bypass lines, check inventory on the spot, place orders and complete purchases anywhere.

Smoother operations

Trend:

- A firm grasp of inventory counts and item location is critical for retailers pursuing omnichannel.

Actions:

- Staff can use mPOS devices for inventory management in the storeroom and on the showroom floor.



Easy tableside ordering and payments

Trends:

- Hospitality is a hypercompetitive industry.
- Restaurants seek to increase profits, reduce expenses and earn customer loyalty.

Actions:

- mPOS devices increase efficiency; turn tables faster; and create new, meaningful ways to engage with customers.
- Restaurants can use mPOS to offer tableside payments, improve security by keeping the card in the customers' hands and speed up checkout.

Small merchant enablement

Trends:

- Cash-strapped small and micro retailers need access to line-of-business applications such as POS, inventory and e-commerce.

Actions:

- mPOS' lower price point can be an efficient, cost-effective single solution for POS.
- Microretailers can use mPOS to accept payments beyond cash and checks.



Increased sales

Trends:

- Out-of-stock (OOS) items in-store can mean lost sales for retailers.
- If not engaged by store staff, customers may leave the store without making a purchase.

Actions:

- mPOS allows store associates to salvage potentially lost sales by looking up and ordering OOS items by the customer's side.
- Store associates armed with mPOS can more easily make the sale when the customer is in the buying mood.

To learn more about mPOS or find out how to access mPOS support at Ingram Micro, contact our mPOS experts, [Angie Lawrence](#) and [Daryl Schuster](#), or email mpos@ingrammicro.com.

¹<https://marketresearch.biz/report/mpos-market/>

²walkerinfo.com/knowledge-center/featured-research-reports/customers-2020-a-progress-report