

Using Only Mobile Point-of-Sale Devices to Check Out Customers, An Athletic Apparel Store Revolutionizes the Retail Experience



OPTIMIZING THE SALES FLOOR FOR MORE FLUID—AND MORE FREQUENT—TRANSACTIONS

Whether they're looking for extreme athletic gear or casual fitness attire, Icelanders are flocking to the year-old Nike Air store in Smáralind, the largest shopping center in Iceland. The Nike Air store competes with the 100+ other merchants in Smáralind for customers' attention—and wallets. To maximize business, the Smáralind Nike Air store has removed the traditional checkout counters where customers queue until a sales associate is available. Instead, they've equipped each associate with a mobile point-of-sale (Mobile POS) device that lets customers pay whenever they are ready and wherever they are in the store.

CHALLENGE

Icelanders overwhelmingly prefer to pay by credit or debit card rather than cash. The Nike Air store in Iceland's Smáralind shopping center wanted a card acceptance solution to eliminate fixed checkout space in favor of a smoother, more flexible retail experience for its customers.

SOLUTION

The Nike Air store selected Handpoint's HiPro Mobile POS solution, an iPod/iPhone sleeve that features a fast 1D/2D barcode scanner, EMV chip card reader, magstripe reader and PIN pad. In addition, the HiPro Mobile POS solution was the first to boast PCI P2PE security certification.

RESULTS

The Mobile POS solution transformed the Nike Air store retail experience by heightening interaction between customers and sales associates and speeding up transaction times. This translates into increased sales and more loyal customers who are eager to return to the store.

CASE STUDY: MOBILE POINT-OF-SALE

CHALLENGE

Petur Halldorsson, an Icelandic entrepreneur, boasts 14 years experience in retail. His company operates ten stores, including a new Nike Air location in a large shopping complex just minutes from Reykjavik. Petur and his team knew that the Nike Air store would be able to provide a superior customer experience if they introduced a modern and convenient way for shoppers to check out and pay by card, which is the way the vast majority of Icelanders prefer to pay. They wanted a secure, reliable acceptance solution that would free sales associates to engage more deeply with customers around the store, resulting in increased sales and stronger customer loyalty.

SOLUTION

There's a growing appetite for Mobile POS solutions that leverage smartphones, tablets and PDAs for payment. Within confined retail spaces, Mobile POS solutions deliver acceptance scenarios that are more flexible and convenient than traditional POS terminals. The distinct advantages of Mobile POS solutions include:

- Portability and ease of set up and use
- Simple user interfaces for the merchant and customer
- Online reporting to easily track sales and issue refunds
- Versatility to fit any type of business
- Lower cost of ownership without fixed monthly fees

Smáralind's Nike Air store chose the HiPro Mobile POS solution by Handpoint, a trusted player in the mobile payments space with offices in Iceland, the U.K. and the U.S. From the start, store owner Petur Halldorsson knew that security would not be an issue because Handpoint is the first (and right now, the only) Mobile POS solution with Payment Card Industry Point to Point Encryption (PCI P2PE) certification from the PCI Security Standards Council.

With peace of mind in place, Petur and his team worked with Handpoint to institute a seamless user experience for the Nike Air store. The HiPro Mobile POS solution can be configured remotely, allowing the Nike Air store to customize customer response messages. In addition, remote software updates are supported, ensuring the latest version is used by sales associates for optimal performance.

The store now processes all of its sales through the Handpoint HiPro Mobile POS solution. The sales staff use the device's barcode scanner to look up in-stock models and sizes as well as to confirm the final price. Once consumers are ready to make a purchase, sales associates perform the checkout and accept card payment immediately. To manage after-sales analysis, the Nike Air team simply logs into a customized web portal where they can track, monitor and update sales data.

RESULTS

Nike Air store owner Petur Halldorsson says he'd recommend Mobile POS solutions like the Handpoint HiPro to other large retail merchants.

The benefits include:

Reduction in lost sales As the Mobile POS can now come to the customer wherever they are in store, purchases at the Nike Air store are less likely to be lost due to inconvenient queues at traditional checkout counters.

Improved customer experience Shopping now happens on the customers' terms. By placing customer convenience at the center of the transaction, the Nike Air store takes customer loyalty to new levels.

Increased shop floor space With bulky checkout counters gone, the Nike Air store can make better use of its retail area. This means more space for product displays, increased room for customers to move around, and optimized flow throughout the store.

Greater security With PCI P2PE certification from the PCI Security Standards Council, the Nike Air store owners and staff can feel confident that their mobile transactions are secure.

Optimized business management The Nike Air store's business operations are improved and streamlined thanks to a customizable user interface. Stock levels are automatically adjusted as sales are conducted, allowing for simpler reconciliation. The online business management portal enables Nike Air store sales associates to track, monitor and aggregate sales data that can inform future business decisions.

Cool factor Cutting edge Mobile POS technology aligns Smáralind's Nike Air store with the innovative and inspiring brand persona that Nike delivers to consumers around the globe.

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! From a morning stop at the café to an evening trip to the mall, consumers 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.

"Customers need to find what they want and pay for it. Tills or queues neither benefit us or the customer."

Petur Halldorsson Nike Store Owner

For more information, please contact mobilepos@mastercard.com

