

# The Top 5 Questions that Small Businesses Ask Us

## 1 What is a cloud-based or web-based Point of Sale and is it safe?

The cloud based POS is replacing the old and mechanical cash register. It is operated via the Internet from servers. It stores, sorts, and reports your sales and customer data, inventory, and employee information in a secure and encrypted cloud platform.

While it means a whole lot less paperwork, it also makes your check out faster and offers 24/7 access to your store and everything happening there - no matter where you are. So you can focus on growing your business and not on chasing it.

## 2 Do I need to purchase new equipment for a cloud-based POS?

You need to check your POS provider carefully for built in costs. A lot of systems out there only work on the iPad which which also require more expensive printers, sometimes you have to buy special terminals or take on annual contracts.

Because Pose was created especially for small businesses which are more often than not very budget conscious, we built a system that is completely platform agnostic. This means that if you're currently using hardware that integrates with your PC, Mac, or iPad, it will likely integrate with Pose.

The Pose account specialists are on hand to make recommendations based on your specific needs, so you don't end up purchasing unnecessary hardware.

## 3 Do I need a special bank account as a retailer?

Small businesses accepting payments need to have a merchant account. These accounts enable you to take all kinds of payments, especially credit card payments. You need to speak to your bank to find out the various types of merchant accounts they have on offer and their fee structures.

Don't forget that you will also need to work directly with a credit card processor.

Once you decide on a merchant services provider that fits your needs, they will provide you with a "pin and chip" reader to be able to process credit card payments.

## 4 How important is it to keep track of my customers?

Knowing your customers and what they buy is key to any retail operation today. According to a Harvard Business Review article: "Depending on which study you believe, and what industry you're in, acquiring a new customer is anywhere from five to 25 times more expensive than retaining an existing one."

(The Value of Keeping the Right Customers , Amy Gallo October 29, 2014)

Making your customer return via loyalty programs, special offers and incentives is the key. Not only will it keep customers returning to your store; they will become your fan base and supporters.

The creators of Pose specially built this feature for small businesses to access intuitive customer tracking and loyalty features as a cornerstone for your success.

## 5 I have a lot of part-time employees and especially students around the holidays. Can they all use a POS?

A Web-based POS with employee features generally allows you to add and delete as many different employees to the cash register as you like. This means all of their information is stored in the cloud and you can view their attendance, even if you are on vacation.

After talking to store owners, Pose added different permissions for employees directly in the POS so that even staff that don't work the register can clock in and out so that all of your attendance reports are saved in one place.

