

# There's more to ePos than meets the eye

After discovering to her surprise that only 25% of convenience stores have ePos, **Georgina Wild** takes a look at the benefits of installing such a system and explains why it could be one of the most sensible investments you ever make.

**W**hen him! research & consulting asked over 3,000 retailers shopping in cash & carries whether or not they had ePos in their stores only 25% said that they did. When we asked retailers why they didn't have ePos, 40% said it was too expensive / that they couldn't afford it, 30% said they don't know what ePos was and 9% said they would not know how to use ePos.

So for any retailer in doubt of why they should make the investment into installing ePos in their business then hopefully the following insights will provide you with some food for thought.

## GOOD INVESTMENT

Latest results from him!'s Convenience Tracking Programme (CTP) provides all the ammunition you need to commit to introducing ePos into your store. Some recent analysis showed that stores with ePos have a bigger customer basket (meaning customers are buying more items per visit), have a higher spend (with customers spending on average 14% more per year) and also that customers visit the store more frequently.

This is because those retailers who have ePos data are able to better analyse and identify

which products are their best sellers and also which products are not earning their shelf space and simply collecting dust. Retailers can improve availability of stock as they know when key times of the day/ day of week purchases take place making sure there is sufficient stock for replenishment.

Those retailers with ePos base their purchasing and planning decisions on fact rather than on gut instinct and in the long term this saves them money as they are not buying items which don't fit with the stores' customers. This is even more crucial in a small store when shelf space is so valuable and every product needs to provide a return on its space allocation.

## WORKING WITH SUPPLIERS

By having ePos data available for your store suppliers will be able to work more efficiently and effectively with you to make sure you have the right range and planograms for your store.

ePos can also help you and your business to monitor wastage and shrinkage. It also means you can eradicate pricing errors as staff would no longer need to remember the price of items. Internal and external theft would also be minimised as you would be able to keep check on whether you sold the stock which has moved from the shelf or if has been lost, wasted or stolen.

ePos can even become a revenue stream for your business with many data house companies willing to buy the data from you.

Overall ePos helps to create an upward spiral effect with your business continuously improving it range and offering to meet the needs of shoppers. Although ePos can cost a few thousand pounds to install hopefully you will understand the benefits which could follow. ePos really should be seen as a critical business support tool to enable you to run your stores efficiently and grow your businesses sales.

For more info on him!'s Convenience Tracking Programme email [Katy.Moses@him.uk.com](mailto:Katy.Moses@him.uk.com)



## REASONS FOR NOT HAVING AN EPOS SYSTEM

Too expensive

40%

Don't know what it is

30%

Wouldn't know how to use it

9%