

## Building great consumer experiences in Retail

The POS system **integrates the acceptance of payment cards** with various additional functions such as: acceptance of purchase vouchers, electronic meal vouchers, coupons, recharging prepaid cards, recharging mobile phones, utility payments and bills.

The POS **guarantees the acceptance and payment with the credit and debit cards of many programs** and hence guarantees a significant increase in the number of customers.



### Introduction to POS Solutions

POS solutions, in the most simplistic terminology is an all-in-one way to keep track of your business's cash flow.

It primarily enhances customer experience through better payment mechanisms around the retail functions at [a radically low total cost of ownership \(TCO\) through its exceptional serviceability and reliability.](#)

Hence, to comprehend better, a POS solution streamlines operations and simplifies billing, reducing the total cost of ownership

We here quote an interesting example on how [NEC's state of the art integrated retail solutions has rendered yet another interesting case study](#) detailing how one of India's premium retail entertainment company is streamlining its retail function.

## Where lies the challenge?

Today's business environment is fast changing. Retailers differ vastly in the scale of their operations. Faster processing and fully featured compatibility that efficiently accepts card payments is a pre-requisite.

[A POS solution](#) gives you the ability to track volume and performance with ease. Not only that it enables the need to double check inventory disparities and cash re-conciliation.

Quoting a similar challenge, MrPramodArora, Group President & CEO, PVR Ltd. said, " What we were looking for was a comprehensive retail solution which could empower our customers through their smart devices for making payments, and also simplify our billing."

## What came as an Interesting Solution

[They found their answer in NEC Retail solutions](#) which not only helped PVR introduce a payment mechanism on the handset of their customers (mobile) through NEC's integrated e-money solution using NFC (Near Field Communication) as a technology but also provided an end to end cloud based e-payment system called integrated e-money server.

In simple words, customers just have to tap the phone at the readers installed at PVR Locations and the booked amount gets deducted from the mobile wallet.

The entire process has been simplified and online booking sales have mounted for [PVR using the NFC technology provided by NEC.](#)

What's even more interesting is that you have a CRM solution also to monitor and reward your best customers and not just maintain records of them.

Happy with the results, PVR has deployed NEC's G series POS solution to reduce check out time by using Point of sale that makes billing much faster and efficient.

## Conclusion

What's interesting to know, whether it is e-money servers, e-money payment terminals or e-money media, NEC offers a range of e-money service solutions that could be custom-fit as per the specific needs and render white labeling over the cloud for private Brands.

Ranging from smart phones to barcodes or contactless IC cards, NEC offers to provide you an enhanced suite of IT solutions that just not fastens processes and waiting time but also builds and extremely innovative experience for their customers.

With the usage of this [NFC enabled mobile wallet](#) we have been able to reduce transaction time by 80% as compared to transactions made through any other traditional payment methods.” PramodArora, Group President &CEO, PVR Ltd Said.

[NFC](#) as a technology would expand footprints in the coming years and hence revolutionalise sectors such gaming, F&B and entertainment industry.

NEC is a frontrunner towards building excellent customer service experiences and constantly “empowered by innovation “