

10 ways Revel's point of sale can save you money and grow your business

Revel Systems

Power ambition. Seize your future.





Considering a new point of sale (POS) system?

Did you know that Revel's cloud-based POS platforms can do much more for your business than process customer payments? Revel's intuitive, iPad POS can do everything from inventory management to real-time reporting. Switching to the Revel iPad solution will ease your management responsibilities and increase your sales.

A POS system is the core of your business. This guide highlights ten reasons why the Revel POS is the best investment to put **more money** in your pocket.



10 ways Revel's iPad POS will put more money in your pocket

- 1 Accelerate speed of service
- 2 Implement online ordering to increase sales
- 3 Never lose a sale with Always On Mode
- 4 Use custom campaigns to bring in more business
- 5 Enable on-screen tipping and receipts to improve customer experience
- 6 Implement mobile order takers to accelerate the ordering process
- 7 Automate inventory tracking
- 8 Save on hardware cost and maintenance
- 9 Quickly train employees with Revel's intuitive interface
- 10 Leverage customer relationship management (CRM) & loyalty programs



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Accelerate speed of service

The faster you deliver service, the more customers you can serve in a day. Speed of service is key to maximizing profits, and cutting seconds from each transaction makes all the difference. If your POS can't keep up with the line, not only will sales suffer, but customers will become impatient and dissatisfied with your service. Through intuitive design, Revel's iPad POS will speed up transaction processing and increase sales.

“On Valentine’s Day, one of the busiest days of the year, we serve upwards of 600 people. Our old POS system just wasn’t cutting it; the line was not going as quickly as we wanted it to. However, when we switched to Revel Systems, we were able to **speed up service and increase sales by 20%** the next year.”

- Ginger Elizabeth Hahn, Owner, Ginger Elizabeth Chocolate

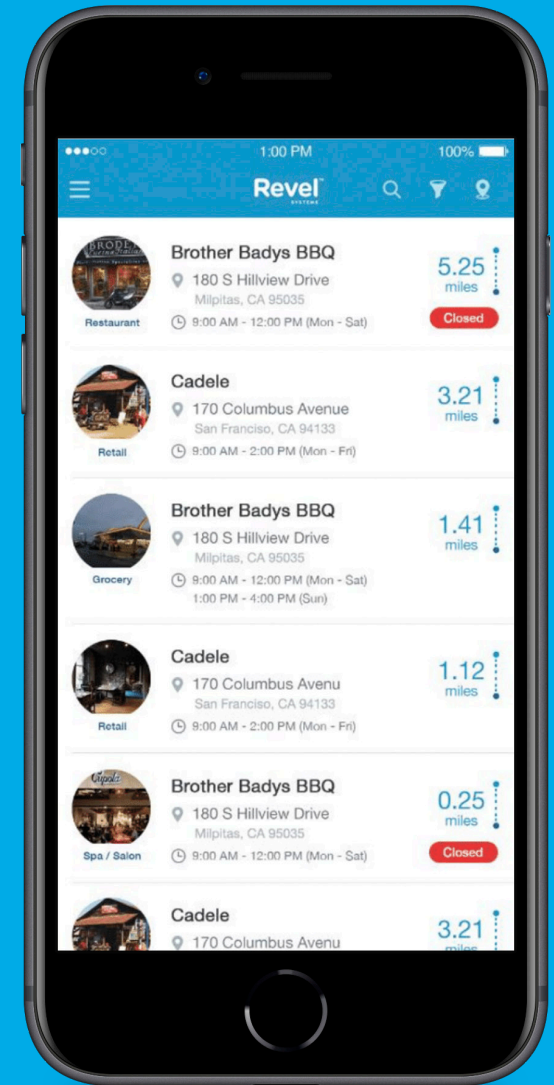
Implement online ordering to increase sales

Every measure you take to make your customers' lives easier can make a difference in attracting repeat business. With online ordering, your customers get a seamless process to select exactly what they want and place their order on the go. Online ordering allows customers to pay for orders in advance, fast tracking the payment and pick-up process.

Since replacing its previous system with Revel, 1100 Group was able to **increase revenue from online ordering by 10 percent.**

Keep your business up-to-date, and increase transactions and customer loyalty with online ordering options. A Business Insider study¹ found that online ordering allowed restaurants to grow their takeout revenue by an average of 30%, and one in five doubled their takeout revenue. Convenience often becomes the deciding factor for customers on where to spend their money. With unprecedented choice for ordering options, online ordering allows you to connect with customers in even more ways to meet their needs and exceed their expectations.

¹businessinsider.com/sc/online-ordering-helps-restaurant-business-2015-10



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Never lose a sale with Always On Mode

Losing your Internet connection shouldn't mean losing business. Revel's POS system continues processing transactions even when the Internet goes down. Performance data is never lost and your business stays up-and-running. A POS system with Always On Mode saves sales and ensures your business is always protected against any connectivity threat.

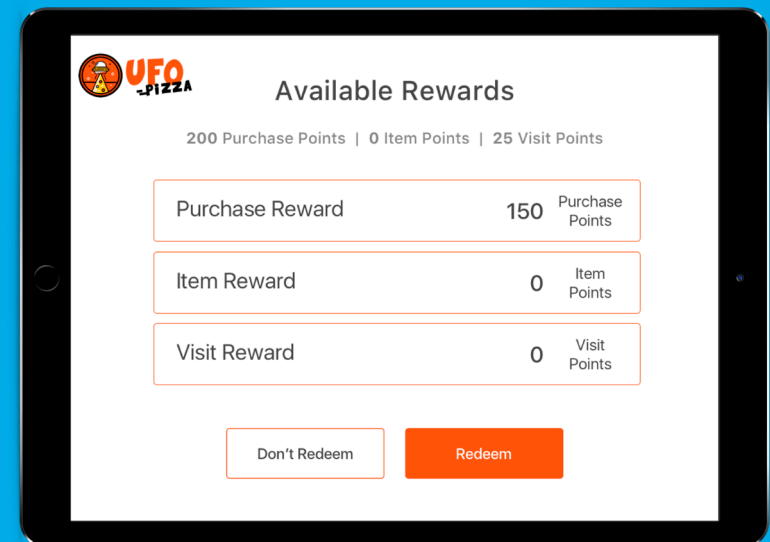
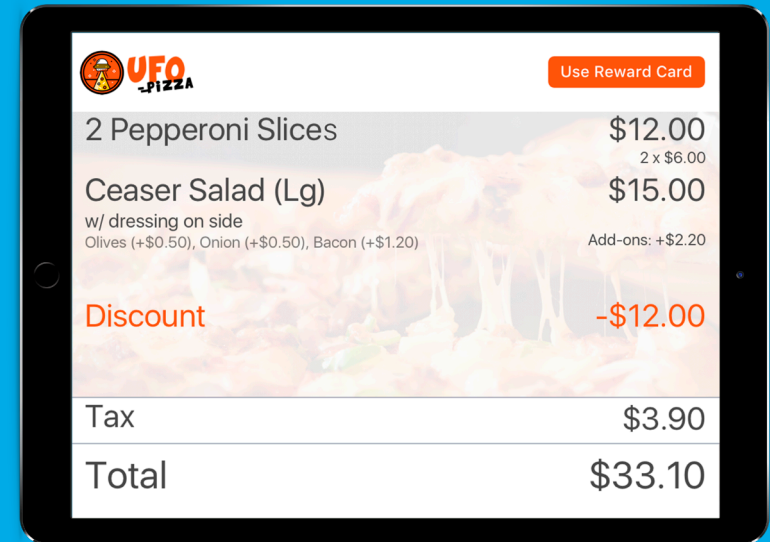
“What we had before was a hardwired, DSL system prior to Revel. With Revel, the cool thing is [how] the offline mode works. It could mean a lot of money if we're at a food truck that has no Internet. Any [outage] for us can generate sales anywhere between \$1,000 to \$5,000, so there's a substantial amount of money lost if we don't have that feature. Always On Mode is definitely crucial for our food truck business.”

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Use custom campaigns to bring in more business

Tailored campaigns are a powerful tool for bringing in new customers and keeping existing customers. Revel's POS will enable you to apply discounts across multiple establishments so you don't have to do the manual work of updating each shop. It also enables you to view reports on the efficiency of your campaigns and discount programs so you can adjust as needed. Consider seasonal campaigns to create a sense of urgency, enticing customers to take advantage of a deal. Once they're in your shop, the upsell potential is endless.

After implementing the Revel and Como loyalty solution, Over The Top Cake Supplies **increased average sales by 31%** through the use of segmented campaigns.



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Enable on-screen tipping and receipts to improve customer experience

With Revel's iPad POS, the final stages of a transaction give customers complete control over tipping and receipt options. Though it may seem like a small expense, online receipts save dollars on paper and ink that can really add up over time. E-receipts also lessen a business's environmental impact, which can appeal to customers and business owners alike.

Digital tipping is a revolution that simplifies the tipping process for customers and increases gratuity frequency and amount. According to a Software Advice report, 41% of customers say that increasing the proximity to the cashier while entering a tip amount would increase their likelihood to tip. Revel's sleek, customer-facing display makes the final stages of a transaction simple, seamless, and higher-yielding for your employees.

“Revel is a next-generation, smart and compact POS system that complements our contemporary decor... Customers are impressed with the digital signature and receipt options, and they love it.”

- Chirayu Shah, Owner, Chatkazz

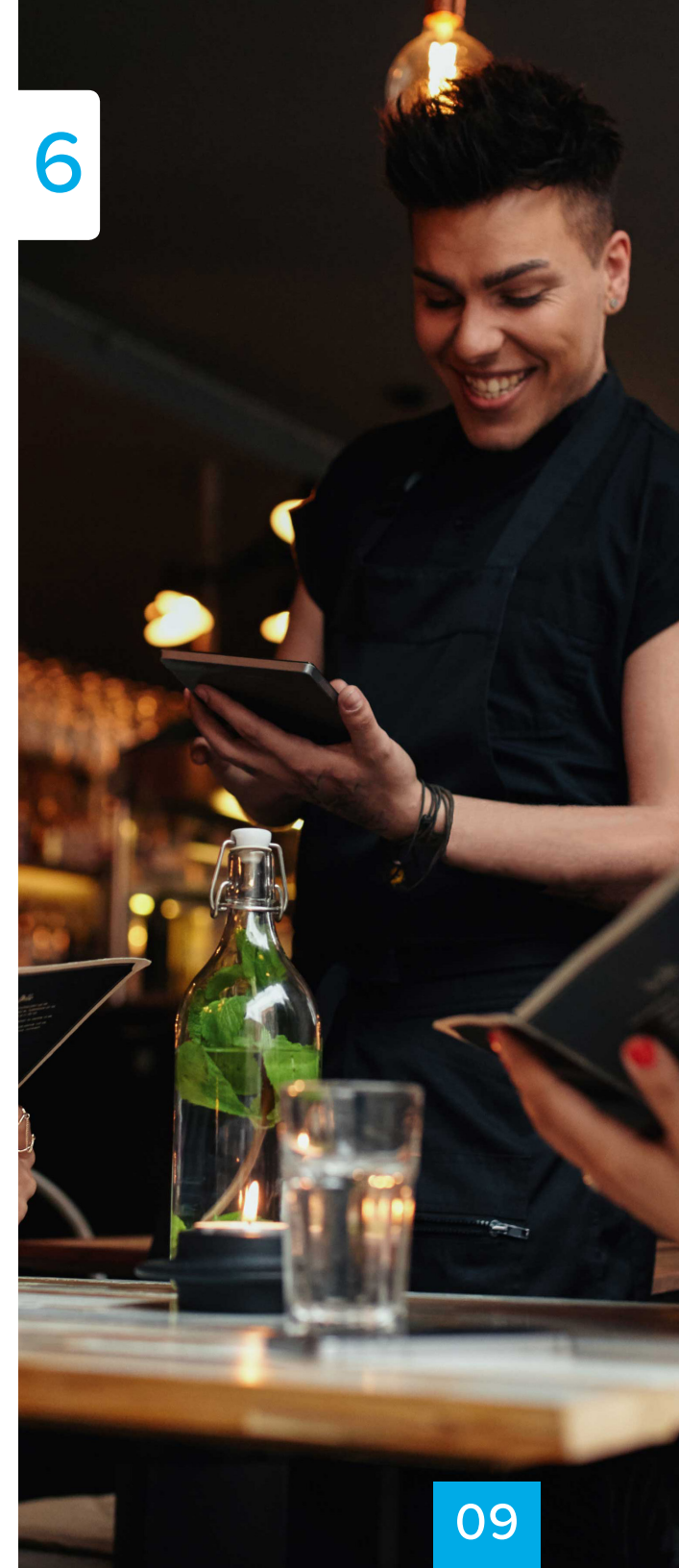
Implement mobile order takers to accelerate the ordering process

Your POS should grow as your business grows. As you build your customer base and see increased demand for your product, don't lose customers to lengthy waits and lines. With handheld order takers, you can meet your customers where they are and process transactions on the floor. Handheld order takers provide a personalized experience for customers that brings service directly to them.

Whether you're using a handheld order taker to manage a long line or to take a customer's order at a table, these portable devices will increase customer satisfaction, save time, and free valuable resources.

“With the mobile order takers, wait times have been cut in half.”

—Natasha Palit, Business Optimization Manager, Chobani



Automate inventory tracking

Stay one step ahead of your inventory and never lose a sale with automated inventory tracking. Understanding what is in stock and anticipating when to re-order supplies speeds up fulfillment, lowers costs and increases customer satisfaction.

Automated inventory tracking with Revel's POS will monitor stock levels and

set alerts so that a new purchase order can be filled before stock runs out. Inventory tracking will help to reduce waste, ensuring the dollars you spend on your inventory go to your products and profit. Inventory tracking will also show you trends over time, preparing you to meet demand without creating waste.

“Before we would make product just to make it. We didn't have a count on how many muffins we needed. Now, we know that we sell X amount of muffins on Monday and that's how many we'll make.

It's less waste every day.”

—Beth Goldwater, Owner, Bertha's Cafe



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Save on hardware cost and maintenance

While legacy POS systems require an expensive and bulky back-office server, Revel's iPad POS solution is cloud-based and does not require any back-office installation. A legacy POS can cost you up to \$4,000 in upfront costs per terminal. Save yourself the money and get an iPad POS system for roughly half the cost per terminal upfront.

Don't break your POS and your bank at the same time. When an unexpected POS issue occurs, you want a quick resolution. Because the Revel iPad POS runs with a cloud based back-end, you will never have to replace a back-office server and wait for a new one to be delivered.

After replacing its legacy POS with the iPad-based Revel Enterprise, Focus Brands saw a **30 percent decrease in service inquiries** from franchises. This reduces call center costs and translates into much more satisfied franchisees.

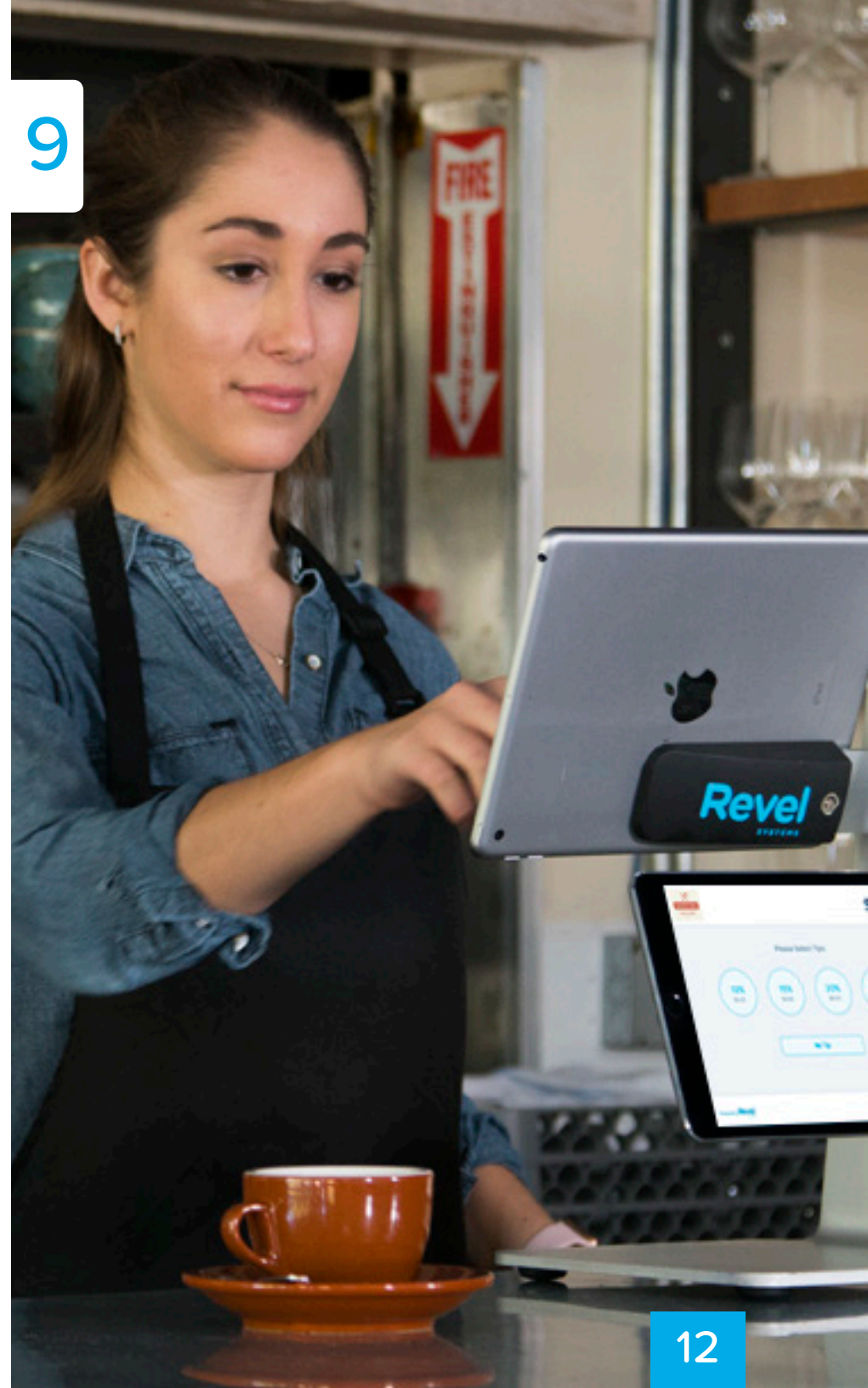
Quickly train employees with Revel's intuitive interface

Offering the ease and familiarity of the iPad, Revel's clean user interface allows you to get your team up and running in no time. Simplifying every aspect of the transaction experience—from ringing in custom orders to implementing customer loyalty programs—our platform applies sleek design and offers regular product enhancements to ensure training is a breeze.

Through Revel's management console, you can quickly build tailored menus for your business. Import an entire menu or product list as a spreadsheet, or make updates in real-time directly from your POS. Our system offers a variety of templates and tools for menu-building. You can implement visual aids, like color codes and images, for navigational ease for your staff.

With the Revel iPad POS platform, Scafuri Bakery can train employees in just ten minutes.

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A woman with dark hair, wearing a bright yellow sweater, is smiling broadly at a restaurant table. In front of her are several wine glasses filled with red wine. The background is a dimly lit restaurant interior with warm lighting from hanging light bulbs.

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Leverage customer relationship management (CRM) & loyalty programs

Strong customer relationships are at the heart of any thriving business. Take your customer relationships to the next level by understanding what your customers want. With the CRM on Revel's iPad POS, business owners have complete visibility of their customers' buying habits, which creates an opportunity for personalized outreach. You can create a discount for your most loyal customers based on the products that they want, or run a promotion targeted to their personal preferences.

Drive profit with a customer-centric strategy to keep customers coming back and business thriving.

“I can take customer service to the next level by offering a much more personalized experience. I can keep track of customers. I can capture all purchases—what they purchased and when.”

- Kent Asaki, Chief Development Officer, Rachel's Kitchen



About Revel Systems

Revel Systems powers the ambitions of restaurants and retailers with a robust cloud-based POS and business management system. The Revel Essentials™ solution, which has been deployed at thousands of customer locations, is designed for the needs of small chains or single sites. The Revel Enterprise™ solution is tailored for large chains and leads the industry with a broad footprint of national, big brand customer implementations. Improving day-to-day operations and fueling merchant growth, Revel's streamlined ecosystem helps customers seize their future by pairing an intuitive POS with powerful management tools on a single platform. Founded in 2010 with major offices in Atlanta, Lithuania, and San Francisco, Revel is a leading member of the Apple Enterprise Mobility Program.

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