



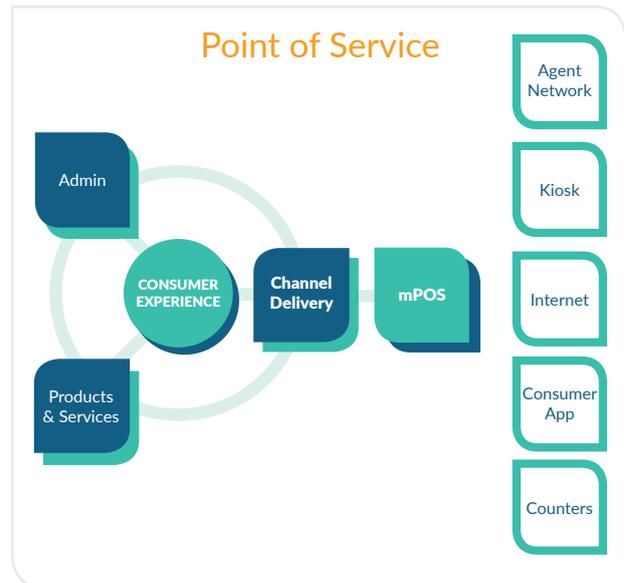
# In-Store Mobile Point of Service

Empower postal employees to provide 'on-the-spot' services to customers away from the counter.

Using In-Store Mobile POS (mPOS), Post Offices can run their branches more efficiently. mPOS empowers Post Office employees to help consumers perform transactions in the lobby rather than at the counter. mPOS provides employees with the flexibility and confidence to interact with consumers as they enter the branch.

**Postal Operators are turning to mPOS to improve branch performance, strengthen consumer engagement and introduce additional services.**

Where possible, beacon integration with mPOS identifies consumers as they enter the Post Office enabling you to build improved consumer profiles and offer discounts, bonus points and rewards.



mPOS supports eReceipts, which reduces paper storage, printing, and disposal costs. It also automatically transfers data and transactions to the Post's central management system.

As part of an omni-channel experience, Postal Operators can refine their product mix by examining consumer data gathered before, during or after sales. With accurate real-time data, they can cross-and up-sell products based on consumer shopping habits, while coordinating activities across the branch network.

Equipped with mPOS, postal employees can help consumers send parcels, purchase retail items, make payments, pickup click and collects and more. Consumers can start a transaction in the lobby and then complete it at the counter where necessary.

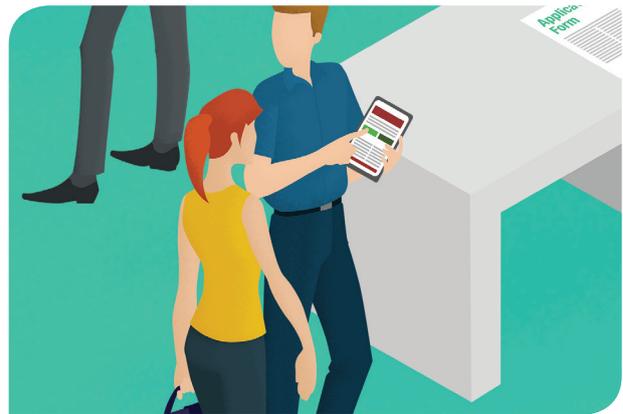
**mPOS transforms Post Office lobbies into a 'consumer service triage.'** Employees can access consumer accounts allowing them to service consumers immediately during busy periods or seasonal peaks.

Consumers get immediate service, real-time information, and quick turnarounds. Consumers are more likely to return to the branch knowing employees are available to help with queries quickly.

# Benefits

## POSTAL OPERATOR

- Leverage accurate real-time data to develop better consumer profiles
- Build consumer databases for email and direct-mail campaigns
- Cross and upsell products based on consumer history, preferences, and needs
- Gain a competitive edge in the form of service as a key differentiator
- Faster transaction times lead to increased transaction volumes



## CONSUMER

- Reduced waiting times in the Post Office
- Pick up click and collects more conveniently
- Avail of personalized rewards, discounts and offers
- Get accurate real-time information and query resolution from postal employees
- Consistent omni-channel experience

## POST OFFICE

- Dynamically address busy periods by scheduling employee availability and mPOS availability for peak seasons
- Provide a personalized consumer experience
- Make product recommendations based on consumer history
- Reduce consumer waiting times in the Post Office
- Improve employee satisfaction by empowering employees to develop new skillsets outside the counter

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*"Using mPOS we were able to get consumers through the line quicker, reduce pressure on the counter, and help consumers with simple queries – without ever having to leave their side."*

## Bring Postal Solutions to Everyone, Anywhere.

Escher's Point of Service solutions provides a range of flexible components for Posts of all size.

Using mPOS, you can accelerate digital transformation, enhance the consumer experience, and develop long-term recurring revenue streams. Our Point of Service is the right fit for your Post.

**escher**  
we understand post

*Creating a unified consumer experience across the Post Office, Agent Network & at Home.*

**Get in touch today**

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