



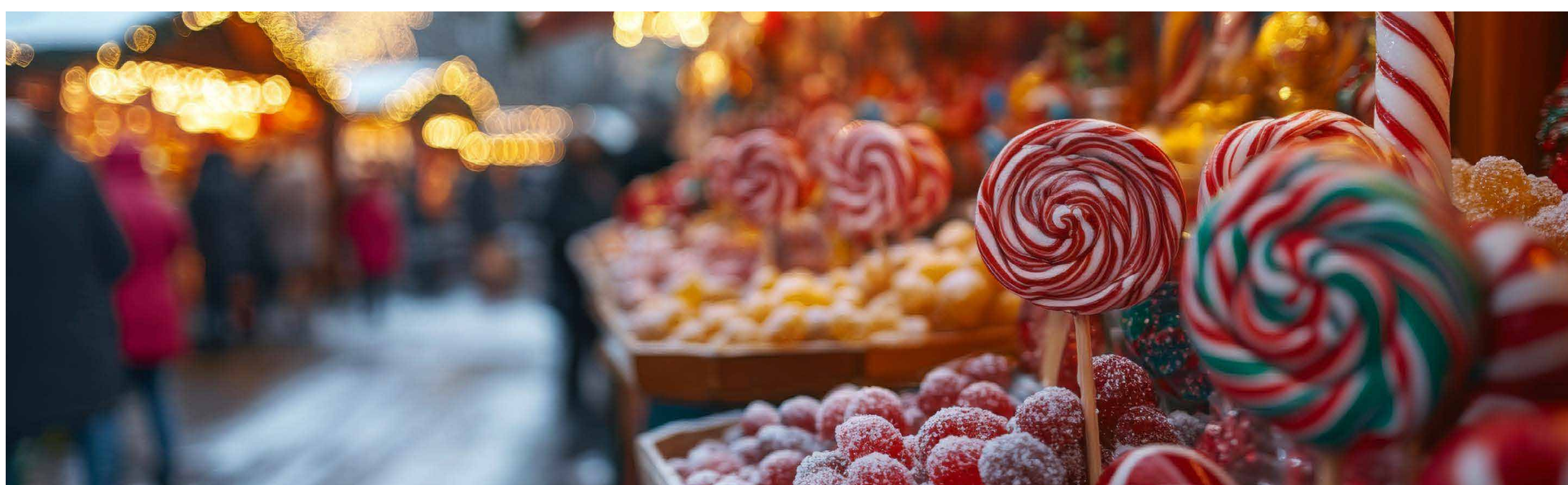
The magic of
Christmas in your
store – how to spark
a shopping frenzy

Why the festive season is crucial for retailers

As the festive season approaches, the stakes couldn't be higher for small businesses. This is the time when highstreet shoppers present both tremendous opportunity and challenge. With competition at an all-time high, retailers who can deliver a [quick, seamless checkout experience](#) will stand out. In the UK, demand for contactless payments has soared, with Apple Pay usage leading at 67% in-store and 40% on-line as of April 2024.

This shift highlights the need for flexible payment systems to ease the checkout experience for both businesses and customers. Our robust point-of-sale (POS) systems help make the festive rush smoother for both small and medium-sized business owners (SMB) and consumers.

From speeding up checkout to managing stock and tracking sales, be empowered to deliver a [personalised shopping experience](#), which is covered in more detail on our [Insights Blog](#).





Maintaining a festive atmosphere is not only about decor

Having a cheerful store during the festive period can really draw crowds, and subsequently sales to your business. However, keeping the happiness going will come down to the sales journey experience.

How we make your life easier

We're with you every step of the way as you ensure a top in-store experience for your customers. How?

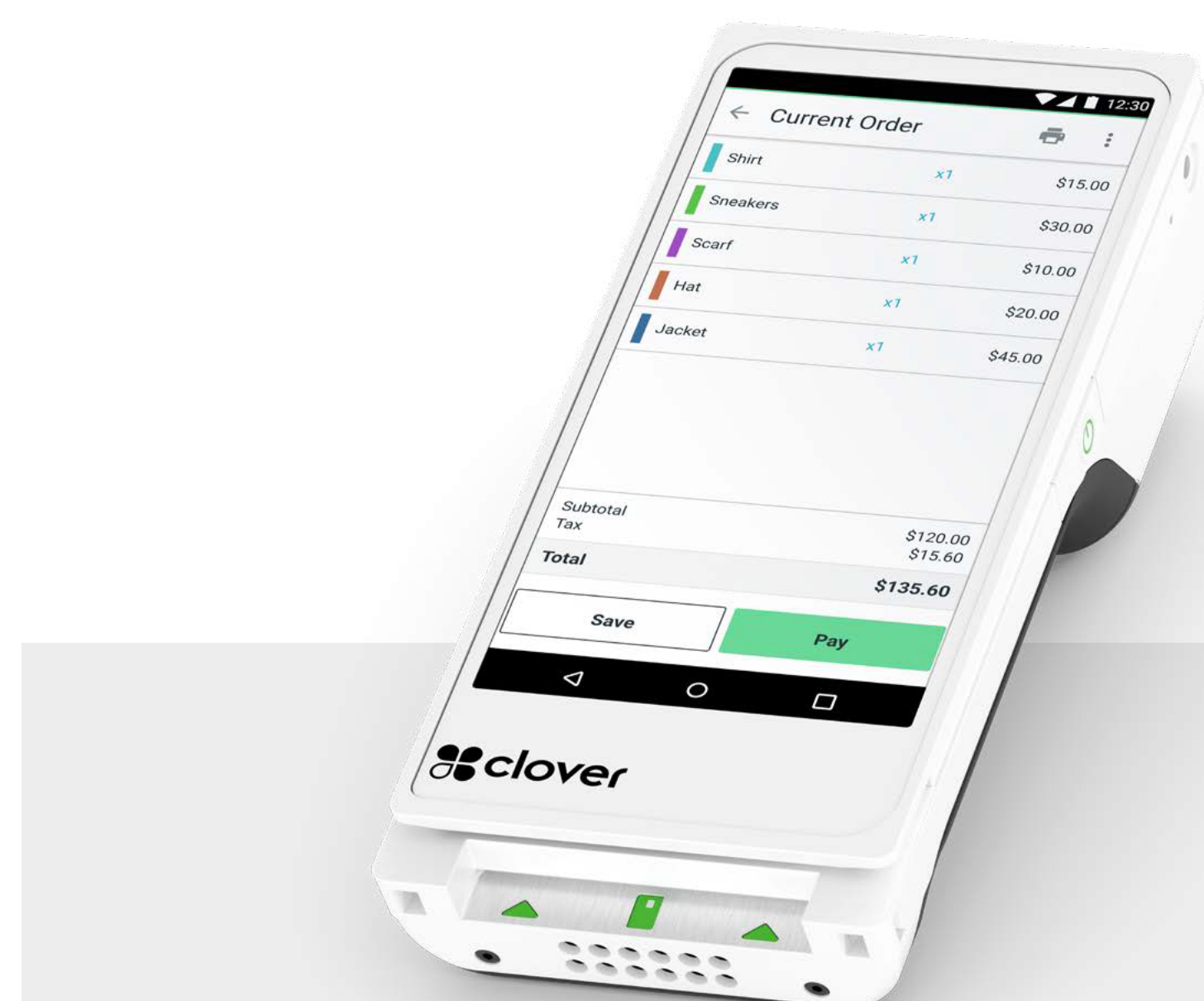
Clover Mini

If you have limited counter space, we've got Clover Mini. Our compact yet powerful POS device supports fast transactions without taking up display space. Its sleek design fits seamlessly into small spaces, letting you maximise festive displays.



Clover Flex

If you prioritise flexibility, Clover Flex is what you need. Our portable, all-in-one POS lets you take payments anywhere in-store and outside. It's ideal for long queues, kerbside pickups, and anywhere you need a mobile, adaptable solution. The following case study demonstrates its powerful capabilities in action.



Why is it worth it?

- ✓ Saving countertop space
- ✓ Fast transactions
- ✓ Efficient stock management
- ✓ Flexibility to take payments anywhere

Case study: Bulbap Grill's success with Clover Flex

Bulbap Grill from Brooklyn, NY, hit a rough patch when in-store dining was restricted and their POS setup was inconveniently located. Clover Flex provided the solution, enabling a dedicated takeaway window with one-tap payments. This setup offered faster, safer service and boosted customer satisfaction. With Clover Flex, Bulbap Grill turned challenges into opportunities, ultimately opening a third location.

Keeping shelves full keeps your customers satisfied

Festive shoppers expect your store to have everything they need, so keeping shelves full is critical. Using our inventory management tools, you track stock levels, anticipate demand, and reorder as needed. Making sure your most popular items are always available gets easier, even during the festive rush. Control your stock level to deliver a smooth festive shopping experience that keeps customers coming back.





Speeding up the checkout process

The power of modern payment solutions

In 2024, the [transaction value of mobile POS payments in the UK is projected to reach £178.60 billion](#), showing just how essential flexible payment methods have become. During the festive season, with packed stores and long queues, modern payment solutions are a game changer. To keep customers happy and moving, you need a quick and convenient checkout process.

Our SMB-focused POS systems give you multiple payment options, from one-tap payments to mobile wallets.

Clover Flex

A portable, all-in-one POS device that lets you take payments anywhere in-store, reducing wait times and enhancing service. With a built-in receipt printer, bar-code scanner, and support for all major payment methods, it offers flexibility and convenience, whether you're assisting customers in-aisle, tableside, or kerbside.



Clover Duo

A POS solution with dual merchant- and customer-facing screens designed for high-traffic stores. This setup enables efficient, transparent transactions, letting customers review and approve purchases quickly. With support for all major payment types, like Apple Pay and Google Pay, and security features like end-to-end encryption, it's ideal for retail, restaurants, and quick-service environments.



Clover Solo

A versatile and compact POS system designed to complement Duo and work seamlessly with Flex for managing orders. Although Solo doesn't process payments due to the absence of a card reader, it excels as an accessory when paired with Flex. With its merchant-facing touchscreen and built-in receipt printer, Solo enhances efficiency alongside primary POS devices.



Clover Virtual Terminal

A robust solution enabling secure remote payments without the need for a physical POS device. Accessible from a computer, tablet, or smartphone, it allows for handling phone or online orders. With end-to-end encryption, it's perfect for taking payments from anywhere, offering flexibility for last-minute festive shoppers.



Paying with one tap

The demand for tap-and-go payments will only keep growing. Luckily, our systems are built to meet it. With support for Apple Pay, Google Pay, and other mobile wallets, we empower you to let customers pay with one tap. Strengthen their festive spirit by creating a safe and efficient checkout experience that keeps queues moving. It makes people happier.

Case Study: Big Mama's Kitchen thrives with App Market

When Big Mama's Kitchen from Omaha, NE, moved to a new location just as social distancing rules began, they quickly adapted by adding delivery, pickup, and take-and-bake options. Our intuitive software, one-tap payments, and App Market made this transition seamless. Remote payments and online ordering kept customers coming back, while spot-on sales data allowed the owner to adjust schedules, reduce waste, and keep up with demand. Big Mama's Kitchen could focus on what they do best—serving great food.



Sales analytics – how to monitor performance and improve results

Performance tracking through advanced analytics and reporting tools is crucial during the busy festive season. We offer features to monitor trends, track popular products, and make on-the-go adjustments, allowing you to maximise sales. Without further ado, let's delve into our tools for sales analysis.

Sales Reporting

Gain a clear view of your sales to monitor daily, weekly, or monthly performance; especially valuable during the December celebrations, as it enables you to respond to demand quickly and accurately identify any unexpected trends.

Product mix reporting

Know your top sellers to discover what's keeping your customers happy; this lets you identify your most popular items, guiding you in stocking up on high-demand products while reducing overstock on others.

Real-time insights

Access up-to-the-minute data to instantly adjust to customer behaviour and current sales; enables you to quickly reorder or create promotional displays to capitalise on the trend.

Omnichannel insights and historical data analysis

Utilise transaction data to enhance long-term performance and support omnichannel planning. This approach is particularly effective for optimizing stock levels and staffing during peak shopping days, leveraging seasonal trends and patterns to ensure seamless customer experiences across channels.

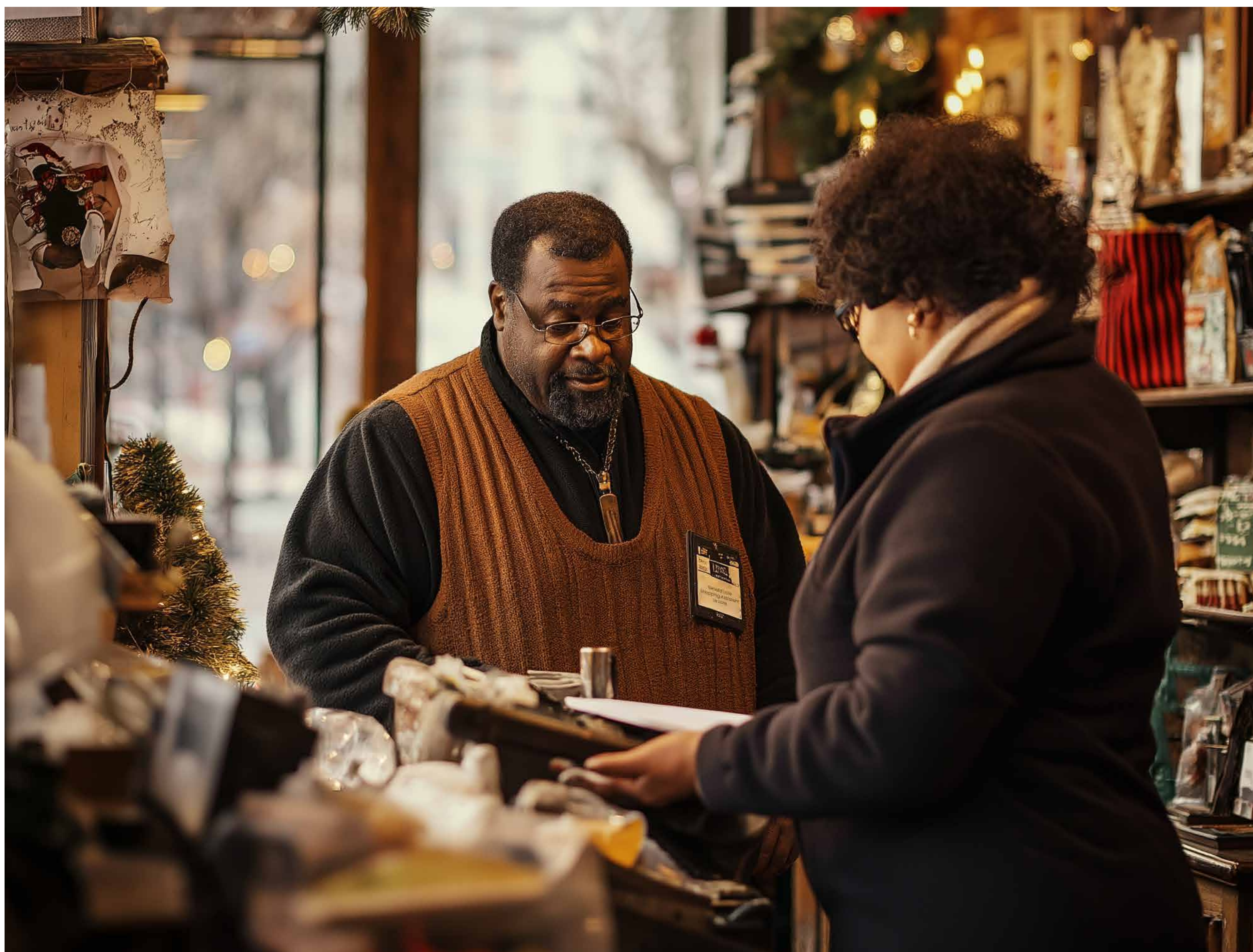
Historical data management solution

Analyse and manage stored historical transaction data for long-term performance improvement; especially useful for planning stock and staffing levels for peak shopping days based on seasonal trends and patterns.

Embrace technology and use business data to drive customer loyalty. Visit our [Insights Blog](#) to [learn about boosting customer loyalty and key strategies for small businesses](#).

Performance over the festive period - remember to monitor!

- ✓ Rapid response to changes in demand
- ✓ Optimisation of stocks
- ✓ Increased effectiveness of promotions
- ✓ Improved resource planning



Building customer loyalty during the festive season

Building customer loyalty is key to encouraging repeat business even after the festive season. Our POS solutions seamlessly integrate with third-party loyalty apps like Loyalty by LoyLap and Digital Loyalty by Loyalzoo. These apps make it easy to implement reward systems, personalise offers, and keep your customers engaged. Use them to create bespoke, branded loyalty programmes that strengthen customer relationships.

Loyalty by LoyLap

A POS app using machine learning to create targeted loyalty programmes that help increase customer spending and retention. Offering options like stamp-based rewards, credits, and exclusive discounts, the app integrates with our POS to help you analyse customer habits and drive repeat visits through personalised offers.

Digital loyalty by Loyalzoo

A POS app providing a straightforward, points-based loyalty program to encourage repeat business through rewards notifications and promotional messages. With no monthly fee and a cost-effective pay-per-customer structure, it's an accessible option for SMBs, especially during the competitive festive season.

Remember! Build customer loyalty

- ✓ Offer surprise rewards
- ✓ Celebrate customer milestones
- ✓ Send personalised thank-you messages

Enhancing personalisation through CRM

Our built-in Customer Relationship Management (CRM) tools make it easy to gather and analyse customer data, allowing you to track preferences, purchase history, and rewards to create personalised interactions. By integrating third-party loyalty apps with our CRM features, you can foster lasting relationships that turn occasional shoppers into loyal customers. Loyalty is a gift that keeps giving, and these tools help you build connections that last beyond the festive season.





Expert tips for maximising festive sales

Our POS systems provide actionable insights to help you maximise festive sales. Use this data to uncover impactful upselling and cross-selling opportunities, boosting revenue without risking overstock.

Analytics reveal which products are frequently purchased together and highlight items that attract strong customer interest. Leverage this knowledge to make personalised recommendations that increase transaction value without being intrusive. These strategies not only elevate seasonal sales but also set a strong foundation for long-term growth.

“I love the design. I love the service ... It’s great technology. It’s fast and it’s very easy to use. I can track my sales every day with just my phone.”

Shu Liang, Shu’s Flowers, NY

Visit our [Insights Blog](#) to learn more and explore [the importance of personalisation in small businesses](#).



Step-by-step festive sales planning

For SMBs, effective planning is essential as they navigate through ups and downs in demand. Yet, a successful festive season requires thorough preparation way ahead. Our suite of dedicated tools makes it easy to stay ahead of the kerb, with everything from staffing to finances automated.

The tools we offer to give you some peace and quiet over this season of giving include:

Scheduling and payroll

Easily manage staff schedules to ensure you have the right coverage during peak hours. Real-time data enables you to adjust shifts as needed, keeping your team organised and ready to serve.

Inventory order management

Forecast stock needs with data-based insights to stay fully stocked on popular items and avoid excess. Keep shelves full and customers happy throughout the festive rush.

Access to working capital with Business Capital

Access quick funding for seasonal expenses, like extra stock, marketing, or staffing, with a flexible repayment structure based on daily sales. Stay financially prepared and focused on maximising sales.



Case Study: Chateau 4 paws finds flexibility with Business Capital

When Chateau 4 Paws from Fayetteville, GA, doubled its customer base, owner Janelle Russell knew she needed quick funding to keep up with demand. Facing an influx of eager clients, she turned to Business Capital. Within a short time, she secured \$8,000 with ease—avoiding the hassle of traditional loans. The flexible repayment, based on daily sales, maintained cash flow, allowing her to hire staff and stock up for December celebrations. For Janelle, Business Capital offered both financial support and peace of mind, helping her focus on growing her business and serving her customers.





Let's elevate your festive season together

Don't just get through this festive season... thrive! Our cutting-edge POS systems, business insights tools, and flexible payment options make managing SMBs nearly effortless. It's the season of sharing, after all. Let's come together to create memorable shopping experiences, strengthen customer loyalty, and make demand-driven decisions that elevate your sales.

After the festive season is over, remember to prepare for the future. Check our [Insights Blog](#) to discover [what the future of payments looks like](#).