

Close The Sale Sooner With Mobile POS

This specialty retailer operates mobile POS for iPod Touch to conduct the transaction wherever the customer is within the store.

by Erin Harris

Cocova is a unique high-end chocolate store located in Washington, D.C. that provides access to organic, fair trade, socially, and eco-friendly produced chocolate products from around the world. Robert Cabeca, owner of Cocova, opened his store less than one year ago when he took over an existing chocolate retailer, renamed it, and redefined the product offering. However, the store, in its original form, had neither an automated inventory system nor a POS system. The store's infrastructure didn't have the methodologies necessary to track sales or complete transactions quickly and efficiently. Cabeca set out to optimize the store to meet the needs of his customers — and he turned to mobile POS.

Before Cabeca opened Cocova, he had plans in place for the serious changes he would make to the store's infrastructure. "When I knew I was going to take over the store, I recognized the lack of a POS system as one of the major setbacks to profitability and accurate financial recording," laments Cabeca. "So, I immediately started looking for a point of sale system. I wanted something that was convenient and portable to meet our other needs as well. We go to trade shows and offsite tastings, etc. I wanted to have the ability to make sales offsite. I wanted to afford the associates the ability to work with the customer in the store, wherever they may be within the store. We wanted to be able to ring up the sale anywhere within the store so that the customer does not have to wait in line." Indeed, the layout of Cocova is different from most retailers. Based on the building's setup, the store consists of a front section and a rear section, which are separated with a hallway. Therefore, it was important to Cabeca to deploy mobile POS units so that associates could navigate the store easily while working with customers.



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eMobilePOS allows Cocova associates to accept payment anywhere with secure credit card processing according to the particularities of each customer relationship.

Mobile POS For iPod Touch Creates Flexibility, Efficiency

Cabeca also explains that the previous owner had only one credit card terminal in the store, and therefore, customers had to wait in line to make their purchase. Unwilling to make customers wait up to two minutes to process a credit card transaction, Cabeca researched mobile POS vendors in March 2010, and he chose eMobilePOS from e-Nabler. Cabeca purchased three iPod Touch devices from Apple, and the eMobilePOS runs on them. The e-Nabler software

has two parts to it — the back end part, which resides on a Windows computer and integrates with QuickBooks. It acts as a go-between for QuickBooks and between the devices. The second part is the POS system. eMobilePOS acts as a cradle that envelopes the iPod Touch. It is a casing, about 1/2" thick, that protects the iPod Touch. "It has the ability to conduct credit card transactions and includes an infrared scanner," explains Cabeca. "Each device has its own credit card swiping terminal on it. Now we can process three customers simultaneously as opposed to one."

Cabeca states that the eMobilePOS solution has been beneficial to Cocova. "We have flexibility in helping customers, and we're able to expedite the customer's check out process," says Cabeca. "In addition, our customers are very intrigued and impressed with the technology, and they view us as a progressive company." Cabeca plans to open two additional Cocova locations this year, and he may implement the eMobilePOS solution in the new locations. ■


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