

# New Eurostop Café Mode supports retailers looking to enhance customer experience in store

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Eurostop launches new easy to use till technology to help retailers manage café businesses in store

Eurostop, a leading supplier of retail management and EPOS solutions for the fashion, footwear and lifestyle sectors, has launched its latest e-pos touch feature 'Café Mode', designed specifically for retailers with, or looking to setup, in-store coffee shops. The first rollout will be for M&S throughout its 32 stores in Hong Kong. Café Mode can be activated on Eurostop e-pos touch tills to manage a complimentary café business in tandem with the central retail operations. It combines the features of Eurostop's stock management system with those of a condensed hospitality module, enabling retailers to provide an additional dimension to their in store service.

Eurostop's e-manager enables each till point to be configured and managed across the retailer's EPOS estate, whether to read bar codes for retail stock or to capture the sale of cafe items – hot or cold drinks, sandwiches or cakes. As with the existing e-pos touch functionality, the new feature has been designed to be quick and easy to use with minimal training, helping staff to take orders quickly, so avoiding queues and providing a better customer experience.

Café Mode also includes a Kitchen Order Management feature that allows till staff to enter items sold and note where they originate – from the fridge, kitchen or hot drinks machine. This provides separate tickets for food that is to be prepared in the kitchen, or elsewhere from the counter, and links all orders to the appropriate table number, for efficient payment and delivery.

Deborah Loh, Marketing Manager at Eurostop said; "With online services gaining sophistication, retail owners are being placed under greater pressure to ensure that they are forward thinking and find new ways to encourage shoppers in store. An area serving drinks and light snacks can help to increase dwell time. It allows retailers to diversify their business by providing an additional service like a café to build on the customer's positive experience in store, increasing brand engagement and loyalty"

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About Eurostop

Founded in 1990, with operations in London, Singapore, Shanghai, Xiamen and Hong Kong, Eurostop provides complete solutions for Retail Management for the Fashion, Footwear and General Merchandise sectors encompassing both hardware and software.

Eurostop's flagship products consist of:

e-rmis: A suite of head office management applications.

e-pos: EPOS system for standalone shops, concessions and franchises that can be easily integrated with e-rmis for larger users.

Mobile POS: wireless/mobile epos designed to run on Windows tablets with integrated Chip & PIN – ideal

for boutique environments where there is less emphasis on the central payment desk  
e-commerce: Connected e-commerce for centralised reporting across all your channels.  
e-cubes: Data Mining. A bespoke reporting tool which allows the slicing and dicing of data as well as selective publication of results and graphical representation.  
e-time: The capture of staff working hours which aids in monitoring both stores' and staff performances and productivity.  
e-fulfilment: Intelligent optimisation of e-commerce orders for multi-channel retailers.  
e-manager: Middleware layer that enables the fast, reliable synchronisation of product and pricing data from most major ERP solutions to your e-pos estate.  
All Eurostop's solutions can be fully integrated with other management and business systems, and all major ERP systems.

As well as advising on and supplying suitable hardware, Eurostop also undertakes training, support and custom development. Its systems are available in several different languages including Chinese.

Eurostop has accreditation for Chip and PIN solutions, and together with partners Anderson Zaks and YESPay, provides a Chip and PIN managed service.

High profile customers include: Aquascutum, Ann Summers, Cambridge Satchel Company, DAKS, Ghost, Help for Heroes, Joseph, Lotus Cars, Pretty Green, Pentland Brands Plc, Speedo, Trespass and many more.

For more information visit: EUROSTOP (<http://www.eurostop.com>) or contact:

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