An iPad Point of Sale (POS) System is one thing that this restaurant could potentially use. An innovative system that connects customers to the restaurant in the most convenient ways is in high demand. What this POS System aims to do is make checking in and out of the restaurant easier for the staff and customers. With this new system, the restaurant will become more eco-friendly, simplify communication between the staff and customers (Pros), and increase customer loyalty. Also, when the staff is using new and exciting technology that they are already accustomed to, they will be more upbeat and energetic.

The simple yet efficient design of this POS system would allow the restaurant’s customers to order and pay right from their tables. When they order, they would have the option of customizing each item right from the system; they can also split the bill to give the customers a sense of ease when eating out with friends (Angeles). For customers that do not want to use the system themselves, the wait staff can use this POS system and take and send orders to the kitchen and take payments with a few simple clicks on the screen.
With a POS system in place, customers will be able to sign up for a rewards program, coupons, and special offers via the email subscription that will be initiated along with the new POS system. Reward systems are a great tool for any restaurant to have because it increases customer loyalty by 58% (Glazer). This is because the customers now have an incentive to return to the restaurant. With the incentive to return, business increases and customers will add on points to their name which they will be able to redeem later for discounted or free items off of the menu. Doing promotional marketing events such as Trivia Night, food eating contests, and setting up stands at major Indiana University events will increase current customers’ interest, and it would draw the interest of new customers. By doing marketing and promotional events, revenue and customer loyalty will increase dramatically.

To show exactly how beneficial rewards programs are, one of us interviewed our three roommates. The interview consisted of three questions. The first question was: “Are you more likely to return to a business if they have a rewards program?” Two of the roommates answered yes, the last said he did not care about rewards programs. The second question was: “Do you go to businesses just because they have a deal that day?” All three answered yes. The final question was: “When you call for delivery from a restaurant you’ve been to before, do you prefer that the business already has saved information on you from your last order?” Again, two said yes, and one said he didn’t care. The answers to these questions show that rewards programs bring in more business. The alternative being that nothing changes, which would not harm the business. So the only thing a rewards program can do for a business is strengthen the staff-customer relationship and bring in more business (Your View).
Having a POS system in place would be highly beneficial to this company. The company would go practically paperless, have more efficient times on the service, increase customer loyalty, and it would be highly effective. The system will be highly beneficial in that it would allow customers to pay on the spot with either card or cash, and they would be able to choose from having a printed receipt, or have it emailed to them. We would also use their emails for a promotional and marketing base. Coupons and deals will be sent to them that way and they would be able to redeem them in the restaurant. Service would become more efficient and effective in that customers would be able to check out themselves right at the table or the staff could check them out there as well. All in all, having a POS system installed in this restaurant would be highly beneficial for the business and its customers.

Rewards and marketing are essential to businesses of any magnitude, and this concept has been proven adequately over time. One concept now being recognized as a sort of reward program is evoking your customers emotions. Its very simple and can be done through any sort of communication, preferably through an account the customer has with you. You just have to reach your customer on an emotional level. Let them know they are vital to your company's operations, that their business means a great deal to you and before you know it you will have them on your side. You can do this through badges or tiers that give recognition to the customers who do the most business with you. Marketing and other traditional rewards programs are important as well, but targeting emotions can have the most appeal without costing you a large amount of money (Singer, Shaukat, Auerbach).

The benefits of point-of-sale systems doesn’t just end at customer-staff relationships and rewards programs. In an article hosted on “Allbusiness.com”, Mac McCarthy describes the two
most important areas where POS systems benefit companies, “Accuracy and Analysis.” When a business grows to such a magnitude, common overhead actions such as inventory count and ordering become time consuming and difficult. Instead of running the risk of an employee missing items for order “POS systems let you manage inventory, and flag items for reorder” automatically devoid of human error (McCarthy). Having worked in the retail field, I have also seen the mistakes and problems they cause from employees incorrectly entering amounts into a cash register. These issues and mistakes almost make having a POS system worth it because “Scanning is more accurate than punching in numbers from a sticker, or expecting the cashier to remember what each item costs” (McCarthy).

As businesses grow, they need to find new ways to stay on top of the competition and to handle the influx of day-to-day operations. Choosing a POS system does that and brings a myriad of opportunities to the table. Who wouldn’t want a more efficient business, better customer-staff action, and the ability to run promotions and rewards programs? POS systems catapult you into the modern age of business and the benefits they bring along will surely cover the cost.

Glazer, Marc. "Four Things Your Restaurant Loyalty Program Should Be Doing to Empower Customer Engagement - See More At:

Http://loyalty360.org/loyalty-today/article/four-things-your-restaurant-loyalty-program-should-be-doing-to-empower-cust#sthash.8HmEM8Rl.dpuf."


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