

# EPOS & Ecommerce for beginners

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# Introduction: Who am I?

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- Family of entrepreneurs for over 150 years
- Started “on my own” in 2006, after 15 years in retail, hospitality & leisure businesses
- Author of : “The Retail Champion: 10-steps to Retail Success” & “How to Sell to Retail”
- “Retail expert” contributor for media: TV, Radio and press
- Right now my time is spent helping businesses recover from the impact of covid, and, in preparing for the “new normal”...



# What we will cover today: Being “Omni-Channel”!

- What EPOS and ecommerce are and Why ALL businesses, no matter how small, should utilise this technology to be more efficient and effective
- What potential opportunities exist for your business when you adopt systems designed to support you
- How to work out what you need to ask of a technology supplier to ensure you don't end up being disappointed, and, most importantly
- The benefit of engaging external support to ensure you get a suitable system , fit for purpose, future proofed and usable, for a fair price...



# What are EPOS, Ecommerce & other business systems?

- EPOS – electronic point of sale – a till system but with much more potential!
- Ecommerce – your transactional website
- CRM – customer relationship management – includes communications and loyalty
- Stock management – stock on hand, stock on order, and a method for tracking items
- Database – where you keep all information - product details, pricing, margins, sales, stock levels, receipt information and customer data
- Reporting – using all this data to get the insights you need to inform your decisions

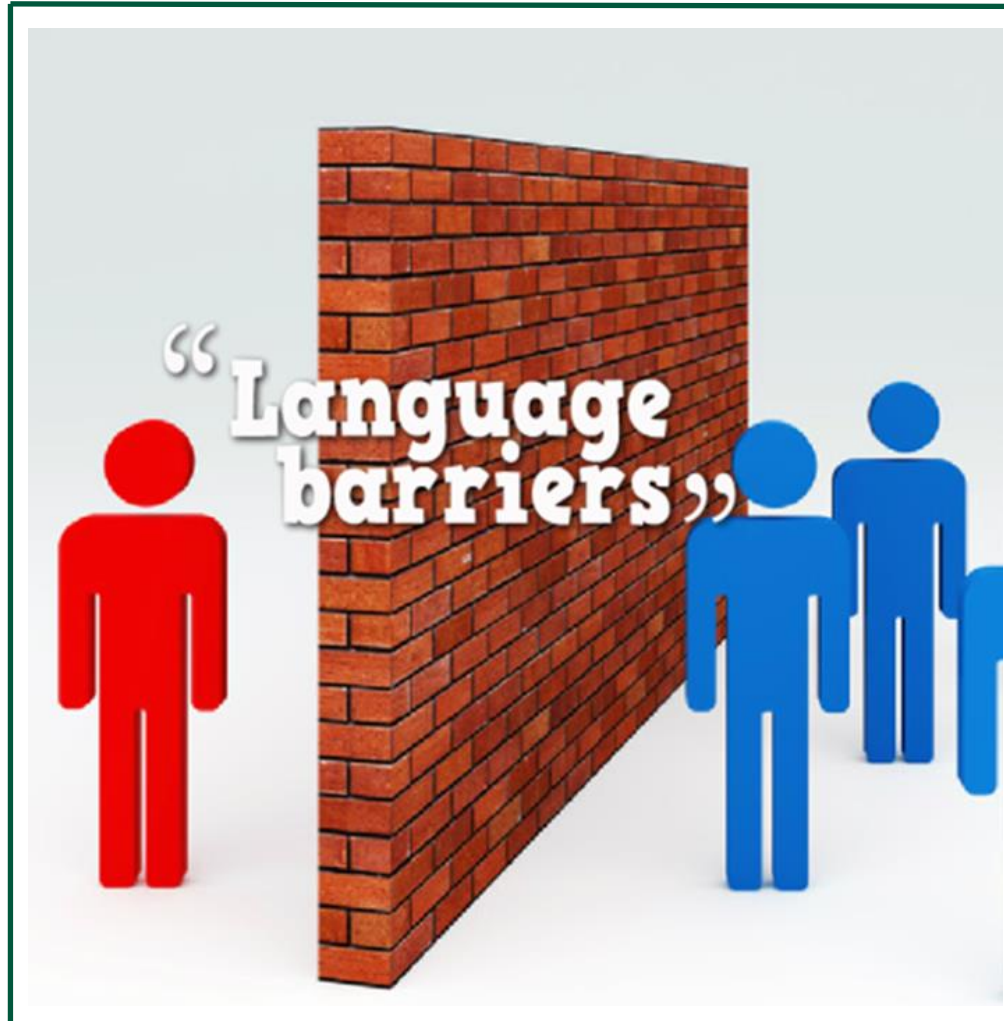




# Working with technology providers

IT and business people often fall out because they have either not taken time to fully understand the requirements, or, to articulate them...

- They are not experts in your business – be precise, clear and detailed to create your specification of requirements
- You are not experts in their business – appreciate that they can miss nuances you take for granted – you have to really break things down to “if this, then that” type language!
- Get references, the relationship management and communication is more important than the capability
  - (especially when they are masters of the dark arts)
- If this is really NOT your thing, then, consider the next slide!



# Working with consultants to ensure your systems are fit for purpose

Seeking external support, advice, and expertise de-risks this process if you are uncomfortable. Consider:

- A good business consultant will challenge you to articulate your requirements, asking questions, understanding what the end result needs to look like for you
- Those with experience of IT projects and systems implementations “speak IT” – they can translate from business to techie – e.g.
  - Business: I need to know which channels my customers use, when they shop, how much they spend, and what they buy
  - IT: I need a single customer database that records all transactions across all access points at date, time, and receipt level of detail
- Take references to ensure their project management and communication (translation) skills are good enough!



# Summing up: Business Systems are ESSENTIAL!

As promised, we have covered:

- What EPOS & Ecommerce are, and, why they can help you run your business more effectively
- What opportunities exist when you adopt good systems
- How to deal with tech suppliers effectively
- Using external support to ensure your systems are fit for purpose, future proofed, and usable, for a fair price...

**Knowing customer behaviour, sales performance and other key data can make the difference between success and failure**





# Thank you for listening

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