Seizing business opportunities at POS: Combining alternative payment methods and customer engagement!
While QR code mobile apps facilitate customer rewards at every use (check-in at locations, registration of their visits, using discounts), they also enable retailers from many industries to engage with their customers, win their loyalty and therefore, increase sales. Yet, as a consumer, who has never felt this moment of fear when a sales shop assistant takes your phone away from your hands to scan your QR code? When the Lane/5000, the mobile – and the QR code – never leaves the hands of the consumers. Instead, the QR codes can be scanned directly from their phone by the terminal camera, thus:

• Preserving the consumer’s intimacy
• Saving time to clerks hence shortening queuing at POS
• Increasing the use of Loyalty programs
• Satisfying ALL customers including millennials

Connected to Ingenico’s suite of services, the Lane/5000 serves as an entry point to a whole ecosystem of solutions and services, expanding the role of terminals way beyond the basics of payment acceptance.

* Source: Analysys c/o Mary Meeker’s 2017 Internet Trends Report