

Busy Juice Bar Thrives by Reducing Wait Times, Simplifying Operations with Mobile Point of Sale



HELPING A CAFE GROW THROUGH MORE EFFICIENT CUSTOMER SERVICE

Rootbar's mission is to bring the nutritional benefits of high-quality juicing to more South Africans. At their one-stop-shop in Cape Town, customers can grab delicious raw juices and other healthy food while on the go. Rootbar is making the payment experience fast and simple for busy consumers by accepting debit and credit card payments using a Mobile point-of-sale (Mobile POS) solution. Rootbar can now serve more customers each day as payment processing time is significantly quicker.

Challenge

South Africans prefer to pay by card for convenience. Rootbar originally had traditional payment terminals, but wanted a less costly solution and one that integrated with their existing, catering point-of-sale (POS) software.

Solution

Rootbar chose a Mobile POS solution from Yoco for its ease of implementation and increased transaction speed. The Yoco card reader was easily integrated with the catering POS software from iKentoo that Rootbar already used on their iPads.

Results

Payment processing time has decreased from 60 seconds per transaction to 10 seconds. Averaging 150 transactions a day, Rootbar saves up to two hours daily in transaction processing time, enabling the cafe to serve more customers.

Rootbar serves customers faster and has cut the time to process transactions each day by

2 HOURS

Challenge

Rootbar was founded by three entrepreneurs, who drew on their experience as personal trainers and recognized the growing demand for freshly made juice. Opening a small natural juice cafe, they expected to spend months growing their business, but within days had more customers than they could handle. Rootbar was using traditional terminals to accept card payments, but these entailed monthly rental fees and did not integrate with the catering POS software from iKentoo that runs on the cafe's iPads. They needed to find ways to streamline their transaction processing.

Solution

As more restaurants, bars, and cafes move to tablet-based catering POS software systems for speed and convenience, they need card acceptance solutions that can integrate with them, and provide similar ease, flexibility, and cost-effectiveness. In comparison to traditional terminals, Mobile POS solutions offer distinct advantages for smaller merchants, including:

- Lower total cost of ownership without fixed monthly fees
- Opportunity to integrate payments with other business applications
- Portability and ease of setup and use
- Simple user interfaces for both merchant and consumer
- Online reporting to easily track sales and issue refunds if needed

Rootbar replaced its traditional terminals with a Mobile POS solution from Yoco, a leading provider in South Africa that is registered in the MasterCard Mobile POS program. Yoco's Mobile POS application and wireless card readers integrate with Rootbar's catering POS software—while delivering significant benefits in processing speed, data accessibility, and ease of use.

"Card acceptance is a lot faster using the Yoco Mobile POS solution, so customers don't have to wait as long. We get more customers through per day."

"It has made our business more efficient. When I can't be at the store, I can still see what's selling and which staff are processing transactions."

Bryan Walter, Co-owner, Rootbar

Results

Bryan Walter, one of Rootbar's owners, recommends Mobile POS to other growing businesses for several reasons:

Faster transactions – Payment processing time at Rootbar decreased from 60 seconds to 10 seconds per transaction with the Mobile POS solution. Processing about 150 transactions daily, Rootbar saves up to two hours each day—reducing customer wait times and allowing the juice bar to serve more customers.

Transaction growth – When Rootbar opened for business, it was processing about 30 card transactions per day using a traditional terminal. Since then, business has grown 500 percent. The Mobile POS solution enables the shop's staff to easily handle the greater volume of transactions with more efficiency than a slower, traditional terminal.

Fast, simple implementation – It took Walter just 15 minutes to sign up online for the Yoco Mobile POS solution. Within two days, the Yoco card reader arrived. Walter simply paired the reader with the iPad and since the solution from Yoco was already integrated with the catering POS software, Rootbar was ready to start accepting card payments.

Reduced costs, more flexibility – Yoco is not only saving Rootbar money by eliminating monthly rental fees versus a traditional terminal, it also does not require Rootbar to sign a fixed term contract.

Anywhere, anytime access to data – All of Rootbar's sales data—including card payments—are automatically stored online at the time of the sale. Rootbar's owners simply log onto the secure business portal to view all transactions. This helps reduce paperwork and simplifies reconciliation.

Ease of use – Yoco's cutting-edge Mobile POS solution has been simple for the staff to learn, and customers like the convenience. "Anyone can use it," says Walter.

THE LOW-COST WAY TO SERVE THE GROWING NUMBER OF "CASHLESS" CONSUMERS

Like consumers around the world, South Africans want to be able to use their cards for everyday purchases. Worldwide mobile payment transaction volume is expected to grow to \$717 billion by 2017.¹ Small merchants are finding that Mobile point-of-sale solutions are a convenient and cost-effective way to meet this demand, serve customers efficiently, and grow their businesses in today's cashless economy.

1. Forbes, "Will Credit Card Companies Reap The Benefits Of Growing Mobile Payment Market?" Mar 13, 2015. <http://www.forbes.com/sites/greatspeculations/2015/03/13/will-credit-card-companies-reap-the-benefits-of-growing-mobile-payment-market/>

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