

James Dant - Purveyors of Men's Goods

Retail | 300-400 guests per day | Poynt Smart Terminal

Background

Nestled in the the quaint Indianapolis neighborhood of Irvington, men's clothing store James Dant, has gained a cult following due to its big-city aesthetic, hand-picked couture, and friendly service. The store features up-and-coming and niche brands that are hard to find, making it a hit with the fashion-conscious across the state. Tommy Dant, the owner, chose Poynt because he was keen to offer his clients a superior payment experience and because he knew the features would allow him to run his business better.

"I recently had a customer drive three hours out of his way to pick up a bag from the store," Dant said. "When he arrived, he realized he forgot his wallet; rather than having to return another day, he was able to pay seamlessly with Apple Pay. Poynt takes the hassle out of paying, and instead makes it part of a tailored experience, which is essential when clients buy something they really love."



Favorite Features



Poynt HQ

Dant uses Poynt HQ mobile app and website to track sales, get reporting, and customize his terminal settings when he's not at the store.



NFC Payments (e.g., Apple Pay)

Clients love paying with their mobile phones—they simply hold up their smartphones in front of the customer screen, and their transaction is complete.



Two Screens

Dant and his team love that that customers and merchants have dedicated screens. It makes for a smoother payment experience, no rotating required.

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Tommy Dant, Owner, James Dant