

4 Ways Resellers Can Use Poynt to Deepen Merchant Relationships with Measurable Insights



At the heart of any reseller/merchant relationship is a trust that the former will be there to support the latter. One of the best ways to do that is with a **comprehensive POS solution** that offers an intuitive design, excellent service, and measurable insights.

81%

of retailers and brand manufacturers actively gather data on the customer shopping experience.¹

76%

of retailers believe data provides insights that are essential to the success of their business.²

61%

of merchants say the ability to use data to understand consumer preferences is the top factor influencing their decision to upgrade their POS.³

Here's how resellers can build long-term merchant relationships by providing data-driven insights:



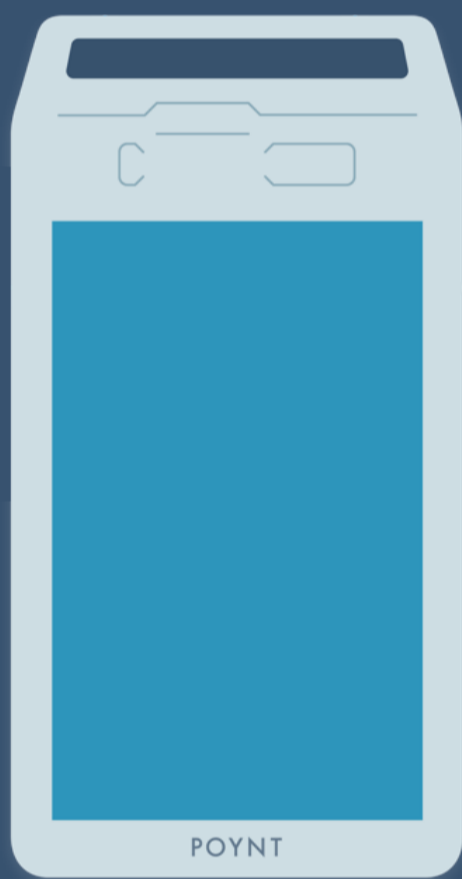
1. Use Mission Control to manage merchants and provide support

Poynt's Mission Control⁴ simplifies your merchant relationships. Automated onboarding capabilities enable you to quickly bring on new merchants, manage them from your personalized command center, and adjust settings anytime with a few clicks.



2. Help merchants solve problems with advanced analytics

Data insights allow you to identify merchant pain points and offer immediate solutions. Whether they need to upgrade their POS system or establish a loyalty program, you'll have concrete data from real-time diagnostics to help walk them through potential solutions.



3. Use data to help merchants deliver a better customer experience

Poynt HQ provides real-time access to customer data and integrates it into your merchants' daily business processes. Merchants can also create custom-built loyalty programs⁵ that provide customers with relevant incentives based on their purchase history.



4. Equip merchants with business-building apps

Your merchants no doubt have ambitious goals for their businesses, but they may not always have the technical skills or budget to build from scratch the tools they need. A POS platform with a robust variety of apps provides such services as accounting, inventory management, loyalty programs, and enhanced productivity.

Remember:

The value of data is only as good as the insights it provides. Poynt's connected commerce platform provides advanced analytics to give your merchants the confidence to pursue their biggest dreams.



A smooth payment experience is a great foundation on which you can build long-term relationships with your merchants.



Merchants want a partner, not just a vendor.



Measurable insights are the key to merchants expanding their customer base and growing their business.

Customers like the speed and convenience, merchants appreciate the functionality, and resellers value what makes it unique: unparalleled design, superpowered apps, and top-notch support.

Want to sell a terminal merchants will love? Learn how you can deliver a seamless merchant experience with Poynt.

[Learn More](#)

Sources:

1. Alteryx. <https://www.alteryx.com/shopper-insights-insider-perspectives-infographic>
2. Alteryx. <https://www.alteryx.com/shopper-insights-insider-perspectives-infographic>
3. POS Software Trends Report. <https://hospitalitytech.com/pos-future-predictions-insights>
4. <https://poynt.com/resellers/>
5. <https://www.forbes.com/sites/forbesagencycouncil/2018/11/20/how-customer-loyalty-programs-can-enhance-the-customer-experience/#7dac93255a46>