



### **Going Wireless is Good Business Sense**

The future of card processing is here today. Bank of Saint Lucia recently launched a wireless point-of-sale device. This new device which is light and portable accepts card payments from customers at any location making it ideal for the full spectrum of local businesses. They will no longer experience the constraints of not having a dedicated telephone line or walking around with cash. Here are three ways a business owner can benefit from owning a wireless point-of-sale machine.

#### **Pay at Home**

If your business takes you to your customer's home, a wireless POS provides you with a convenient and secure way to accept payment via a credit or debit card. This makes it ideal for delivery companies who may be in the food and distributive services sectors such as fast food type enterprises.

#### **Pay at a Table**

If you are in the restaurant business, you can now offer your customers the security of transacting their card payment right in front of them. These customers can now feel secure knowing that their credit or debit card was at all times in their possession and was in no way compromised.

#### **Improved Bottom Line**

But the savvy business person may ask how will this benefit my bottom line directly? There are three immediate benefits:

1. **Improved Customer Service**- the convenience of the device will appeal to customers and so there will be increased customer traffic and confidence.
2. **Cost Cutting**- Because there is no need for a dedicated phone line, this will result in savings on operational costs.
3. **Revenue Growth**- Because payments may be collected virtually anywhere, businesses can widen their net of revenue collection and enhance their bottom line significantly.

If you think that a wireless point-of-sale solution is what your business needs to take it to the next level, call the Bank of Saint Lucia Card Services Unit at 456-6000; email [cardservices@bankofsaintlucia.com](mailto:cardservices@bankofsaintlucia.com) or visit us at [www.bankofsaintlucia.com](http://www.bankofsaintlucia.com).