



EBOOK

Conquering Omnichannel Order Management *with Cloud-Based Technology Solutions*





In today's connected world, dining and shopping experiences are no longer limited to physical restaurants and stores. Restaurateurs and retailers leverage cloud-based, omnichannel order management and fulfillment solutions to reach customers across various mobile and digital channels. Technology is critical in the post-pandemic era of retail and hospitality.

As digital and mobile platforms become more deeply embedded in everyday commerce, businesses must utilize cloud-based, omnichannel solutions to meet the demand for seamless, personalized shopping and dining experiences. These technologies enable companies to offer their customers more flexibility and convenience, enhancing engagement and fostering loyalty in a competitive market.

Implementing the Omnichannel Experience

So, what does omnichannel mean, and why is it essential for your business? Omnichannel refers to a customer-focused strategy that incorporates all sales channels, both digital and physical, to deliver a smooth and consistent consumer experience. Whether patrons interact with a business online, in person, or across different touchpoints, omnichannel ensures their journey feels personalized, connected, and convenient.

Omnichannel is essential for business owners in the fast-paced digital economy. To remain competitive, companies must ensure they can reach customers anytime and anywhere, even after hours. This not only creates a seamless experience but also fosters lasting loyalty and sustainable growth.

Operating on Cloud-Based Technology

Over the last several years, multiple industries have gone through a complete renaissance, including hospitality, retail, and the burgeoning cannabis sector. Stores invited customers to take virtual tours and try cosmetics and apparel in digitally-enabled dressing rooms. Restaurants introduced mobile ordering at the table while increasing their online ordering and curbside pick-up capabilities. The power of cloud and omnichannel solutions enabled these companies to deliver an uninterrupted experience while driving orders, marketing, and customer service across all channels, platforms, and devices.



Omnichannel ordering options are an expectation, not an exception. Consumers have become accustomed to patronizing their favorite brands from multiple touchpoints. Our experts have put the following list together of the items needed for developing a consistent brand experience across all channels.

Cloud enablement: Invest in hardware and software that operates with the cloud to ensure your omnichannel experience runs smoothly.

Single-access view: Create a secure portal where you can monitor all of your channels to streamline communications and manage operations from one place.

Automated task management: Implement order displays, cloud printing, and other purpose-built technology to save time and labor by automating basic procedures.

Enhanced connectivity: Select products that connect with the cloud to create a cohesive work environment and use peripheral connectivity to improve and accelerate business processes.

Creating a Connected Environment for Omnichannel Success

The world of retail and hospitality continues to grow at a rapid pace, with businesses tapping into the transformative potential of online and mobile channels. The combination of convenience, personalization, and speed has driven a shift in customer expectations, making it crucial for businesses to deliver seamless shopping and dining experiences across all platforms. By investing in cohesive digital and in-store channels, companies can better engage their customers, create lasting relationships, and unlock new revenue opportunities.

Our experts compiled these 6 products every business should invest in to get the most out of omnichannel ordering:

1. Connected Printers

A printer that connects to cloud-based POS software is essential to staying competitive. [CloudPRNT](#) is an innovative technology by Star Micronics that securely connects printers to cloud services without needing extra hardware or software. CloudPRNT solutions work with online ordering services to store and create print jobs as orders come in, allowing your business to move into the omnichannel direction consumers want. Reliable, CloudPRNT-connected solutions readily print from iOS, Android, and Windows devices, making remote printing more attainable than ever.

To fully harness modern retail technology, business owners should ensure their POS software is the central hub for all orders. This allows for efficient tracking and logging of customer purchases, which can be invaluable data for market research and enhancing customer loyalty programs. By maintaining detailed purchase records, businesses can personalize marketing efforts and improve customer engagement, driving repeat business and fostering strong brand loyalty.



mC-Label3

- Multimedia Support: Linerless Label (Permanent & Sticky), Die-Cut Label, Continuous Label, Thermal Receipt
- Any Paper Width 25mm - 80mm
- Multiple Connectivity Options
- Label Builder & One Touch Label



mC-Print2 & mC-Print3

- Compact Design
- Multiple Connectivity Options - USB, Lightning, Bluetooth, CloudPRNT, WLAN, and LAN.
- Cloud Ready
- Peripheral Connectivity - Cash Drawer, Customer Display, 1D/2D Scanners, HID Class Devices (Keyboard Mode)



TSP143IV SK

- Repositionable Linerless Label Solution
- Small Footprint
- Wall Mountable
- Ideal for Food and Beverage Industries



TSP143IV

- Supports AOA (Android Open Accessory) (TSP143IVUE)
- Dual-band Wireless Connectivity (TSP143IVUW)
- Smaller Footprint
- Cloud Ready
- 250mm/s High-Speed Printing

2. Order Display Systems



Update your workplace by adding order display screens to your point-of-sale or back-of-house operations. Visible displays keep orders flowing, enabling staff to track order statuses as they come in. In environments, keep these screens guarded with protective enclosures. Star tablet enclosures like the [Universal mEnclosure](#) secure tablets keeping them protected and accessible. They're also easy to install onto display stands with VESA mounting.

Star Micronics' line of [mUnite tablet display stands](#) and mounts are compatible with any tablet enclosure that uses VESA mounting. To keep a unified POS station with all valuables together, choose Star's sleek line of modern mUnite stands. These tablet display stands hold enclosed tablets in place and are compatible with Star's mC-Print3, mPOPTM, TSP143, and TSP654 series printers. Star's mounted tablet stands, such as the [Tri-Mount](#), can be secured to most surfaces, holding up to three tablets in one place, perfect for busy work stations with orders coming in from multiple channels. Combine aesthetics with functionality by creating a workspace that fits your business' approach to order fulfillment.

3. Labels



In omnichannel order management, the strategic use of labels bridges the gap between digital convenience and tangible customer interactions. Accurate, up-to-date labeling is essential for managing inventory, online orders, and deliveries. These solutions boost operational efficiency across connected workstations, ensuring each customer gets the proper order.

The [mC-Label3 multimedia printer](#) and [TSP143IV SK sticky linerless label printer](#) are the latest labeling solutions from Star Micronics that enable businesses to utilize versatile, eco-friendly labeling options. Star's new Label Builder software allows for easy label customization via Star Micronics Cloud Services through user-friendly tools and templates, enhancing brand visibility and customer engagement. From promotional announcements to crucial product details, effective labeling helps businesses stand out in a competitive market, making every label count towards better customer service and brand loyalty.

4. POS Scales



Enhance workstation productivity with a POS scale that's easy to install and use and allows the option to connect to your point-of-sale via Bluetooth, USB, or Serial. A scale that supports in-house and ecommerce operations with a variety of industry-specific use cases is the best choice for omnichannel operations. Precision-engineered scales expedite warehouse receiving and logistics by automatically calculating the weight of incoming and outgoing orders, which streamlines omnichannel order fulfillment across online, mobile app, mail, and phone channels.

[Star's mG-T line of POS scales](#) includes a trio of NTEP and Measurement Canada-certified scales that deliver Class III precision in weight measurement. Designed with value and ease in mind, the mG-T series pairs seamlessly with your POS system through Bluetooth, USB, or Serial connectivity. With reliable accuracy and user-friendly features like [optional pole displays](#), these scales cater to a range of business needs, optimizing POS processes and improving service quality.

5. Barcode & QR Code Scanners



Reliable and fast QR and barcode scanners help operators manage inventories and logistics, quickly identifying each outgoing order's contents. When used with POS systems, scanners enhance omnichannel operations with accurate, up-to-date inventory and delivery data.

A complete POS solution provider, Star Micronics provides a range of 1D and [2D barcode scanners](#) and imagers. The IP-rated scanner lineup features desktop, handheld, and wireless Bluetooth handheld models capable of reading and parsing various barcode types, including IDs and driver's licenses. With applications across retail, hospitality, healthcare, and other sectors, these scanners are tailored to suit many business needs.

6. Payment Solutions

To remain competitive in today's commerce landscape, omnichannel order management systems must be flexible and scalable to support a variety of existing and emerging payment methods. Cloud-based payment frameworks help future-proof businesses by accommodating traditional cash, credit, and debit transactions, along with mobile wallets, contactless in-store payments, and e-commerce orders.

Mobile payment solutions enhance customer experiences in both retail and hospitality. Shoppers can use mobile POS (mPOS) systems to find items and check out from anywhere in a store. In restaurants, guests can order and pay directly from their tables using their own devices or pay-at-table mPOS systems. Incorporating these technologies creates a frictionless customer journey and helps businesses manage peak times efficiently while improving transaction speed.



7. Support



A rapid, knowledgeable support team is crucial to your success in meeting consumer demand and executing flawless customer service. If something goes wrong during the point-of-sale experience, having a solution with a fast turnaround will do wonders for your brand. Sometimes, technical support can make or break a sale!

Star Micronics' unmatched Support Team is one of the most significant benefits that keeps us ahead of the rest. By partnering with Star, you get experts from every POS angle there to assist you when you need them. Our Support Team has the answers you need to move forward, streamlining customer experience and enhancing your brand.

Conclusion

Consumers have spoken; the future of retail and hospitality is omnichannel, cloud-enabled, and connected. A knowledgeable, single suite technology partner can help you confidently navigate an array of omnichannel order management and order fulfillment options while adapting and expanding your brand's capabilities and reach.

Are you ready to take your business to the next level of commerce? [Contact your Star Micronics representative today.](#)

[Contact Us](#)



About Star Micronics

Star Micronics America, Inc. is a subsidiary of Star Micronics Company Ltd., one of the largest printer and POS manufacturers world-wide. Star Micronics also manufactures high precision machine tools and precision parts. Star Micronics Company Ltd. is ranked as one of the Top 50 "Most Stable" Japanese companies on the Japanese Nikkei. For more information, visit www.starmicronics.com or call 800-782-7636.