

# Point of Sale



Point of Sale is Vista's slick sales software that will drive your ticket and concession sales and keep queues flowing swiftly and surely.

## Benefits

- Save on training with a dedicated training mode and a fast, fluid interface that also increases the speed of sales – more sales and smaller queues!
- Boost cashier efficiency and front of house profitability with simultaneous and smooth handling of ticket and concession sales.
- Harness opportunities to drive additional revenue from high-margin items such as food, drink, combos, and merchandise, and grow the value of concession purchases through up-selling opportunities.
- Reap the rewards of superior hardware compatibility. POS runs on a wide range of different terminals integrated with cash drawers, scanners, swipe readers, and printers, to ensure greater flexibility and greater cost savings on hardware acquisitions.

## Intuitive and powerful

Point of Sale (POS) is powerful, efficient, and capable of complex ordering function without confusion. Training operators to use POS is a breeze with the specifically-designed training mode, which uses a specially backed-up version of your cinema database to train staff with the exact same settings, stock, orders, and configurations they will be using in the real scenario. Train your staff on complex and specific scenarios, from split-payment transactions to Loyalty member redemptions.

POS allows sales of tickets and concessions at any workstation and can issue full or partial refunds to patrons with workflow that guides your operator through these processes. With efficient

handling of screen, scheduling, pricing, and seating configuration, you can set up POS to show sessions how you like – based on screen, time, or film, and providing full film information including synopses, censor ratings, and trailers. POS can provide this information directly to patrons with customer-facing displays, giving your guests all the information they need.

## Grow purchases and upsell offerings

With POS you can set up items to offer additional product choice based on a customer's initial concession selection – providing options to choose concession size, flavour, and extras with additional costs. Promotions and deals can be entered into the system too, to allow POS to recognise deals and promotions to apply on behalf of the operator. No more difficulty needing to remember all the different deals on, if the right combinations of items are selected, POS will automatically apply the relevant deal for the customer.

## Keep your front lines flowing

The speed of POS will keep your queues short and sweet. Visible personal KPIs at POS workstations can help encourage cashiers to improve their performance, and allows both you and your POS operators to track their progress and performance to ensure they are performing optimally.

If a network or cinema server is unexpectedly interrupted, POS will soldier on! POS continues to process sales until service is restored, or the problem is resolved, and will consolidate those sales when it is connected again, without any interruption at the front of house or stalling of queues for tickets and concessions.