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# **The Benefits Of Using A Cordless Mobile Card Processing Machine**

There are many different types of card processing machines. Some integrate with accounting and checkout systems to form an all-in-one point-of-sale system. Others can be plugged into systems or operate as a separate unit. One of the more popular types of card processing machines is the cordless unit. It is a fairly standard unit that has a swipe facility, key pad and screen. The primary difference is that it is not linked to the system by a cord. It is a mobile hand-held unit that can be transported and used remotely. It is not a card processing unit that is vital for every type of business but there are some industries that have benefited greatly from mobile cordless card processing machines. Let's look at some of the benefits in more detail and the industries to which they apply.

### Enhance Your Customer Experience

The golden rule in customer service is that the easier and more convenient you make the purchasing process, the more likely you are to make a sale. This can even incorporate small things like making the customer experience better than they expect. Consider if you have an exclusive clothing boutique. Customers are given personalized service from the minute they walk in the door. So why not end the customer experience in the same way as it began and make the buying process even more convenient? Instead of getting the customer to come to the counter to pay for their purchases, leave the customer in the hospitality area sipping on their beverage while you ring up their purchases. When you need to swipe their credit card, you can bring the card processing machine to them and complete the transaction where they are. Small gestures like this are quite likely to get the customer to return to your store once again because they make the customer feel special.

### Improve Customer Credit Card Security

A mobile or cordless card processing unit also gives customers peace of mind that there is no risk of their card details being fraudulently swiped while they are not looking. By bringing the machine to them and processing the transaction in front of them, they can check that the amount keyed into the machine is correct. You can also immediately verify the card details as you will have the card in hand. A common example is the restaurant industry. Previously customers would place their credit card in with the bill. The waiter would then take the card away to process it. Customers could never be certain that their card details were not being recorded; however, with the mobile card processing unit this risk is eliminated.

### Greater Business Flexibility

A mobile card processing unit allows you to process credit card payments even when you are not in your office. If, for example, you run a bakery and participate in a Saturday market, a mobile card processing unit will allow you to accept credit card payments at the market. This can help you to increase your sales as often people have only a limited amount of cash on them. Because the mobile unit is linked to your standard merchant account, you can then upload and bank the transactions at the end of the day when you get back to your office. This kind of flexibility allows you to explore opportunities for growing your business without dramatically affecting the way you do business.

### Increase Your Sales by Being Able to Accept Card Payments

Most studies show that most people purchase items using their credit cards. As much as 75 percent of all retail transactions are purchased on credit card. Credit cards are also increasingly being used to make business purchases. As credit cards promote loyalty programs, there is now more incentive than ever to use credit cards as a buying mechanism. If you are a business that can accept credit card payments anywhere and at any time, you could steadily be increasing your sales. Suppose you are a salesperson out seeing customers and the customer decides they want to place an order with you right away. You can process both the order and card payment if you have a cordless mobile card processing unit. There is no need to wait for you to get back to the office, and no opportunity for the customer to change their mind. Being able to accept card payment on the spot can help you to greatly improve your sales and grow your business.

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