

WHITEPAPER

5 REASONS TO USE SHOPIFY POS ON INTERACTIVE TOUCHSCREENS

INTRODUCTION

In an increasingly digital retail landscape, brick-and-mortar stores remain central to the shopping experience. According to studies, over 85% of consumers still value physical shopping as part of their purchasing process, appreciating the tactile and immediate satisfaction it brings ^[1]. For retailers, blending online and in-store experiences provides the best of both worlds, giving customers a seamless, omni-channel experience. With the integration of Shopify POS on interactive self-service touchscreens, stores can offer customers an enriched, engaging shopping experience that also benefits retailers with data-driven insights.

This whitepaper outlines the key advantages of using Shopify at the point of sale in flagship stores and shop-in-shop concepts. For retailers who already utilize Shopify for e-commerce, this platform extension into physical spaces allows effortless integration, transforming static stores into digitally connected spaces. The whitepaper lists five key benefits to guide retailers in understanding how a Shopify POS touchscreen solution can enhance their in-store experience.



¹ [The Customer-Facing Digital Signage Market in Retail Through 2021, Future Stores](#)



In this whitepaper:

- i* What is Shopify POS?
- i* 5 Reasons to Use Shopify POS on Interactive Touchscreens
- i* Take-Aways & Outlook

WHAT IS SHOPIFY POS?

Shopify is a leading e-commerce platform that allows businesses to create and manage online stores. It provides a suite of tools for setting up a digital storefront, managing products, tracking inventory, and handling orders. Shopify also includes features for processing payments, integrating with social media, and running marketing campaigns, making it a versatile solution for online sales.

Beyond online-only retail, Shopify has expanded its functionality to support in-store sales through Shopify POS (Point of Sale). This POS system lets brick-and-mortar stores manage their inventory and sales in real-time, offering a unified experience across both online and physical locations.

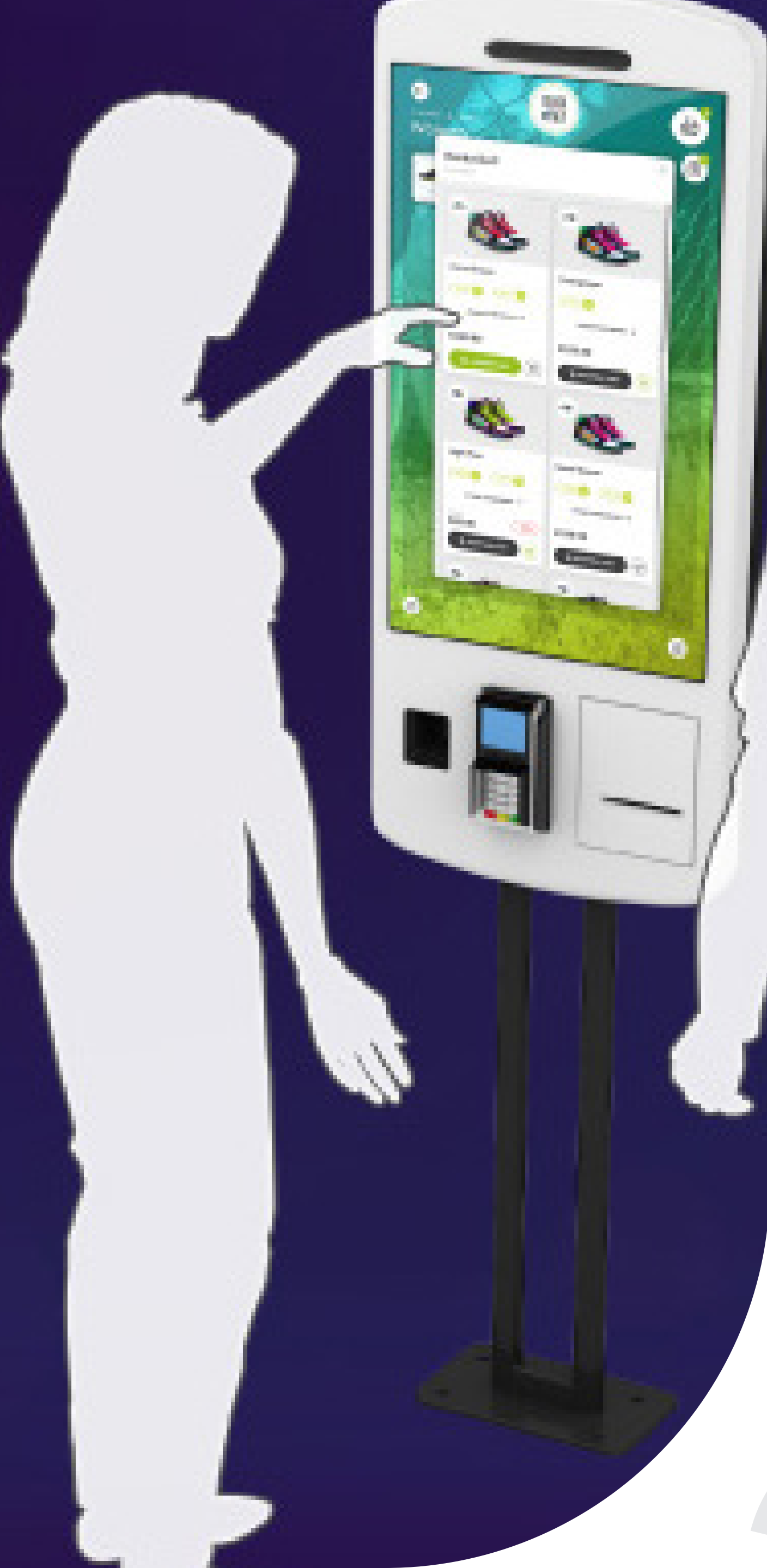
5 REASONS TO USE SHOPIFY POS ON INTERACTIVE TOUCHSCREENS

DIGITIZATION OF RETAIL SPACES

Shopify is a leading e-commerce platform that allows businesses to create and manage online stores. It provides a suite of tools for setting up a digital storefront, managing products, tracking inventory, and handling orders. Shopify also includes features for processing payments, integrating with social media, and running marketing campaigns, making it a versatile solution for online sales.

Moreover, an interactive kiosk system with a respective software offers customers a self-guided experience, reducing the need for additional floor staff and enabling stores to optimize space. These digital self-service systems can create a cost-effective and attractive setup, allowing retailers to operate within a smaller footprint while maintaining a comprehensive product selection.





OMNI-CHANNEL EXPERIENCE

Omni-channel retailing is no longer optional but essential. Consumers today expect to interact with brands seamlessly across online and offline platforms. Implementing Shopify POS on interactive touchscreens in stores offers an omni-channel approach, where the online catalog is accessible in-store and can even connect to the customer's smartphone for a unified experience. By scanning a QR code on the touchscreen, shoppers can transfer their cart to their smartphone, letting them review and complete purchases privately.

This level of interconnectivity fosters a more personalized shopping experience, bridging online convenience with in-store browsing, creating a cohesive brand journey. Research indicates that omni-channel shoppers have a 30% higher lifetime value compared to those who shop using a single channel ^[2].

ENHANCED CUSTOMER EXPERIENCE

A great customer experience is paramount for any retailer, as a well-designed shopping journey can reduce wait times, encourage repeat visits, and even boost sales ^[3]. By utilizing interactive touchscreen kiosks with Shopify POS, stores provide a self-service option that enhances the customer's journey. Shoppers can locate products quickly, read in-depth information, collect favourite items and even place orders independently.

The convenience of viewing and ordering products at their own pace helps customers feel empowered, while interactive touchscreens with intuitive kiosk software provide a level of engagement that static displays cannot match. For many customers, the ability to interact directly with a product database improves their satisfaction and fosters brand loyalty.

² Reasons why your restaurant needs self-service kiosks, [appetize.com](https://www.appetize.com)

³ Digital and delivery - McDonald's growth accelerators that are paying off, [diginomica.com](https://www.diginomica.com)

IN-STORE RETAIL ANALYTICS

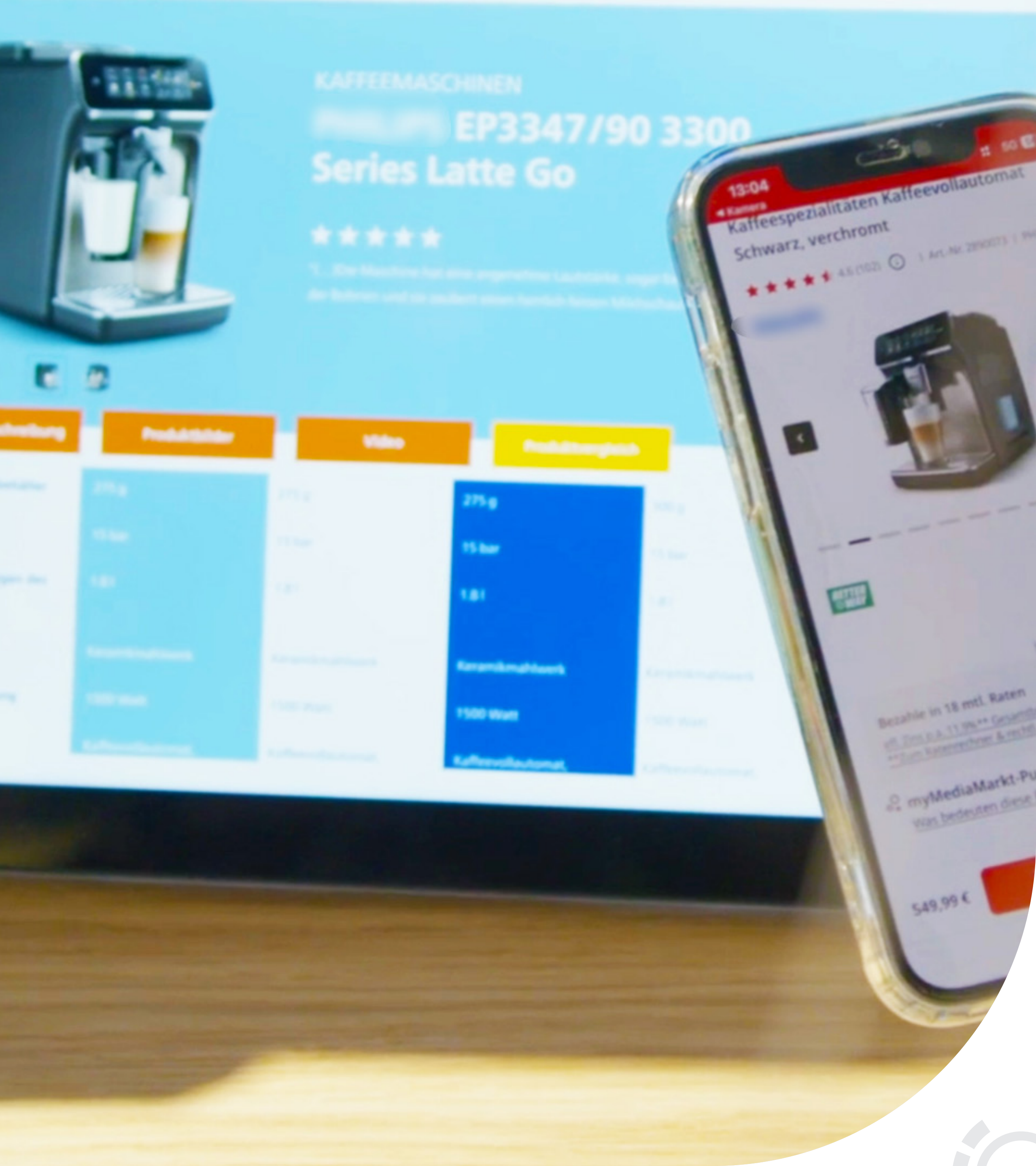
In-store analytics offer retailers an unprecedented view of customer behavior in physical spaces, akin to web analytics for online shopping. Interactive touchscreens with Shopify POS can collect valuable data on user interactions, such as popular product views and frequently searched items, giving retailers actionable insights into customer preferences. This data allows for data-driven decision-making around product placements, promotions, and staffing.

By understanding real-time customer behavior, stores can adapt their strategies to optimize layouts, tailor promotions, and ultimately increase conversion rates, ensuring that every square foot of the store works towards achieving business goals ^{[4][5]}.

⁴ Digital Signage Market 2028, Grand View Research, [grandviewresearch.com](https://www.grandviewresearch.com)

⁵ MultiTouch AppStore, eyefactive GmbH, multitouch-appstore.com





QUICK IMPLEMENTATION WITH EASE

Implementing Shopify on interactive touchscreen kiosks is simpler than ever, thanks to technology providers like eyefactive. For retailers already on Shopify, eyefactive’s native multitouch kiosk software provides a turnkey solution that eliminates the need for custom development. This allows retailers to extend their existing e-commerce platform to physical spaces quickly and with minimal cost.

Importantly, displaying an online shop on a large touchscreen via a standard browser would compromise the user experience. Websites designed for desktop or mobile environments are often cumbersome on large screens, requiring users to scroll and click in ways that are not intuitive on a public touchscreen.

This issue can be resolved with a “native” software approach, designed specifically for large-scale touchscreens, ensuring a smooth and enjoyable customer interaction ^[6].

⁶ New study details how small businesses innovate on the App Store to reach customers around the world, [apple.com](https://www.apple.com/newsroom/2017/05/05-new-study-how-small-businesses-innovate-on-the-app-store-to-reach-customers-around-the-world/)

SUMMARY & TAKEAWAYS

Retailers using Shopify on professional interactive touchscreens with a respective kiosk software technology gain numerous advantages: digitized space utilization, seamless omni-channel experience, enhanced customer satisfaction, real-time analytics, and a straightforward implementation with tools that already integrate Shopify seamlessly. These benefits make the Shopify touchscreen implementation a valuable asset in bridging online and in-store experiences, attracting more customers, and simplifying operations.

OUTLOOK

Looking ahead, the fusion of online and physical retail experiences is likely to deepen, with stores evolving into connected spaces that support both browsing and data collection. This shift will cater to a generation that values autonomy and immediacy, expecting in-store options that are as dynamic and informative as online shopping.

Retailers who embrace solutions like Shopify POS on interactive kiosk systems will be better equipped to adapt to these trends and capture the attention and loyalty of modern shoppers.





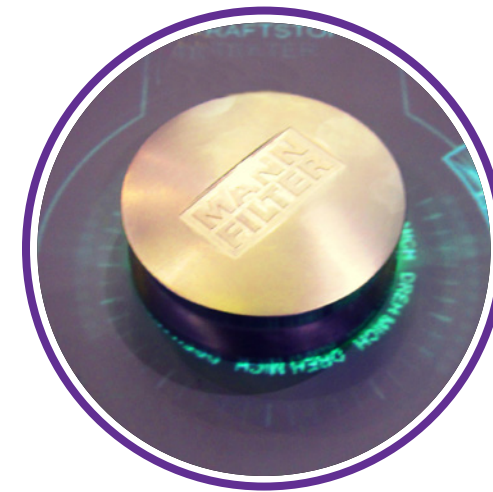
ABOUT THE AUTHOR

Matthias Woggon is CEO & Co-founder of eyefactive GmbH. A pioneer in interactive signage, eyefactive combines interactive touchscreen systems, software and technologies like object recognition to offer innovative solutions for businesses. Furthermore, clients and partners can create ready to use apps with individual content and designs in the world's first ever app store for professional large-scale touchscreens.



TOUCHSCREEN **SOFTWARE**

Customizable multitouch apps from the world's first dedicated app store for large-scale touchscreens.



TOUCHSCREEN **TECHNOLOGIES**

Innovative technologies like object-recognition, payment, scanners and video retail analytics.



TOUCHSCREEN **HARDWARE**

Various MultiTouch Screens, Tables, Kiosks or Video-walls in any size or format.



TOUCHSCREEN **SERVICES**

From expert consultation, to cloud-based content integration and system administration.



TOUCHSCREEN APP PLATFORM

Start the tour, browse apps & widgets and download your free version of AppSuite CMS at:

www.multitouch-appstore.com

INTERACTIVE SIGNAGE XXL

Find out more about our eyefactive's interactive touchscreen technologies and products:

www.eyefactive.com





TOUCH FUTURE. *TOGETHER.*



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