The Value Of Digital Receipts

Make Every Sale The Start Of Your Next Sale

About Star Cloud Services

Star Cloud Services is a cutting-edge IoT company that is blazing new trails in cloud-integrated retail services. We have the unique ability to transform shopping receipts into valuable digital transaction data directly from the receipt printer already on your countertop. Backed by Star Micronics and a deep understanding of consumer needs, Star Cloud Services' cloud platform is an effective methodology to help retailers make every sale the start of their next sale.

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We developed our suite of solutions to enable retailers to better engage, retain and activate shoppers. Retailers have access to the Star Micronics Cloud, where they can manage their account through an easy-to-use dashboard interface. In the dashboard retailers have our full suite of free services at their disposal, including device management and data facilitation tools, as well as customer engagement amenities including Customer Survey, Engage Now and Receipt Flip. The information presented by retailers through these services is available for customers directly on the AllReceipts™ app, our digital receipt solution.

AllReceipts™

AllReceipts is the premier digital receipt solution and is available in the Apple App Store and Google Play Store. It is fast, free, secure and easy to use for both retailers and consumers.

AllReceipts allows consumers not only to store and manage their receipts on any iOS or Android device, but also provides them with the most pertinent information, communicated by individual retailers.

AllReceipts, when combined with our other services enables Star Cloud Services to deliver the most comprehensive digital receipt solution, facilitating a delightful, personal and private shopping experience for both retailers and consumers.

Available on the App Store

ANDROID APP ON Google play

www.SMCS.IO

Our Services

Through **Engage Now** retailers can offer promotions, discounts, coupons and information on new arrivals, always keeping customers informed.

With **Customer Survey** consumers can relay instantaneous feedback on their shopping experience, giving retailers real-time insight into what may or may not be working in-store, informing important business decisions.

Using **Receipt Flip** retailers can take full advantage of the entire receipt space by customizing the back, creating a better in-store experience for shoppers by drastically easing returns and exchanges as well as offering valuable promotions to keep them coming back.

Through **Device Management** retailers receive real-time updates on the status of their printers, allowing them to address issues such as an open cover or cash drawer, paper-empty or unplugged devices.

Data Facilitation allows retailers to transport digital transaction data from transaction receipts to third party partners (TPP). In turn, the TPP can offer a wide range of analytics and services to enhance shopper engagement, such as loyalty programs, ultimately leading to an increase in ROI.

Why Go Digital?

Receipts are crucial for various reasons, including tax deductions, issuing refunds or reimbursements, reconciling credit card and bank statements, providing proof of service and more. However, as our world continues to embrace the transition to all things digital, having a shoebox full of paper receipts or a stack of them in wallets is no longer desirable for consumers (was it ever?). Instead, well-executed digital receipts are now the preferred solution.

Although digital receipts are invaluable for retailers and customers, the reasons why vary. For retailers, they offer access to key customer data that can be used to drive a number of business decisions including which items to stock and when, tailoring marketing and promotional efforts, and more. For consumers, they provide a safe, easy and convenient way to store and manage all their receipts in a single place. As mobile devices solidify their stake as shoppers' primary companion, a digital receipt solution is important to stay competitive.

What's Wrong With Email?

When shoppers opt for emailed in lieu of printed receipts, they might not realize they are entering into the world of unsolicited email marketing. With privacy and anonymity being a top-of-mind concern among consumers today, a digital receipt solution that takes users' email for self-serving marketing purposes creates distrust and apprehension among shoppers, making it an ineffective solution.

... Or Taking a Picture of the Receipt?

Similar to the lack of discretion from digital receipts that demand an email address, digital receipt solutions that require users to take a picture of their printed receipt are ineffective and outdated. Think of this approach as the equivalent of holding a microphone to a speaker to record a song — would you really prefer the crackly, muffled version to the nice crisp sound of a digital audio file? Unlikely. Additionally, when taking a picture of printed receipts, consumers don't necessarily have the option to photograph the back side, therefore creating missed opportunities for marketing departments and stress for loss distrust and prevention departments.

Bridging the Gap Between Printed and Digital

Storing receipts on the AllReceipts™ app provides consumers with the most comprehensive digital receipt solution available. On the front of their receipt, shoppers are able to see an itemized list of purchases made, while with a quick tap, they can access the back to review any terms and conditions, store policies, promotions and more. Although simple in nature, this feature is of significant importance to retailers as it is valuable for three departments: financial, to know what was purchased, loss prevention to know under which conditions items can be returned, and marketing, to get shoppers back in the store.

Oftentimes there is a large gap between digital solutions and loss prevention, causing confused and disgruntled customers and staff. By ensuring shoppers have a digital copy identical to their printed receipts, loss prevention departments no longer have to be hindered by digital receipts that lack important terms and conditions and store policies. With this improvement, consumers have everything they need on their smartphone, freeing them of the hassle of printed receipts.

Value for Retailers

With constant advancements in technology and improvements to the retail space, retailers know in order to maintain a competitive edge, they must be at the forefront of incorporating market-leading solutions. As IoT quickly becomes the "next big thing" retailers that adopt a cloud solution early on have the opportunity to determine the future of the industry.

Up until now, these services have been exclusive to larger retailers, as they have more resources available. By taking advantage of the solutions Star Cloud Services offers, merchants are armed with the tools to position themselves as the leaders of retail – regardless of how big they are.

Ready for the Future?

If you're ready to leap into the future and take advantage of the wealth of solutions available to you through Star Cloud Services, or would simply like to learn more, feel free to drop us a line. Our mission is to help make you a better retailer.

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