rubean

ZEBRA

Strengthen customer retention **with SoftPOS**



Introduction

No CEO or Manager wants to lose a customer, especially not when they're already standing in line – with a basket, trolley, or product – ready to pay.

However, research by Rubean shows **one in 10** shoppers *will* walk away from a transaction after five minutes waiting.

Losing customers like this is bad for business, bad for reputation, bad for customer experience, and bad for the bottom line.

Thankfully, it's a problem with a solution. Rubean's SoftPOS app instantly turns any NFC-enabled mobile device into a checkout in-store or outdoors.

For example, a supermarket employee can wander with SoftPOS during peak times when self-service or manned checkouts are busiest.

At a foodtruck in a market, or pop-up bar at a concert, SoftPOS could take payment for dishes and drinks. At the roadside, a mobile mechanic would use SoftPOS for a customer to settle the bill after their vehicle is fixed.

This makes SoftPOS the future of cashless payment.

73% of shoppers say long queues influence where they choose to shop



Secure, simple, fast

Whether in logistics, retail, or hospitality, SoftPOS offers the opportunity to pay through all major operators – Mastercard, Visa, and American Express – plus locally in-country through Girocard in Germany, Pago Bancomat in Italy, or Cartes Bancaire in France.

Available to download from the Google Play Store, SoftPOS can be set up in minutes on a compliant Android device, transforming a smartphone or tablet into a fully certified contactless and mobile payment terminal.

It works seamlessly too across Zebra Technologies' range of products, such as handhelds and self-scanning devices, now common in retail stores and recognisable to customers and colleagues alike.

In one study, 73% of shoppers admitted long queues influenced where they chose to shop, while around a third (32%) abandoned purchases due to long lines. But with SoftPOS, any wait to pay need not be a cause of losing custom if manned checkouts or self-service are under pressure or not the right solution.

Embedding this new-style of payment tech in your business means customers will be satisfied with your service and confident to return.

*Pago Bancomat and Cartes Bancaire planned to go live in 2027

1. Customer



Failing to keep your customers happy means competitors will soon find ways to attract them from you... leaving you lagging behind rivals.

Rubean believes transforming retail operations is not enough if the final and critical step of taking payment remains overlooked.

Nobody ever wants to wait in line at a store to pay for their shopping.

Nobody ever wants to phone up to pay for services provided at home.

Nobody ever wants their day held up by broken or rebooting self-checkouts.

This is why Rubean SoftPOS prevents people walking away from purchasing.

Another study shows how customers in fast food queues will give up after just eight minutes of waiting. Within retail or grocery, they're most likely to ditch by the 10-minute mark.

A common experience

We've all felt the frustration of a line being "too long", and your own feelings when faced with this are just the same as your customers. If that final payment stage lets them down, their choice to then not make a purchase costs your company both money and reputation.

Revenue lost at the last moment due to poor payment solutions or legacy technology makes having SoftPOS as an option your natural choice. It can:

- Encourage shoppers to use scan and pay, making payment straight from the scanner rather than connecting it to a separate terminal
- Free up colleagues to roam the shopfloor with a device for taking payments, giving them more time to answer more customer queries
- Make more room in a store for greater levels of stock given you can open up spaces where traditional manned checkouts had previously been sited

From a customer point-of-view, this just makes total sense.

From a business point-of-view, this just makes financial sense.

Affordable footwear brand **Deichmann** is Europe's largest shoe retailer, and it now uses mobile checkout with SoftPOS on Zebra handheld devices.

Colleagues carry these with them so customers can quickly pay by tapping their card or phone, skipping regular checkouts with long lines.

Improving operational efficiency in this way enhances the Deichmann retail experience for its customers. For the business, SoftPOS was incredibly easy and cheap to deploy at scale vs traditional POS boosting commercial success.

Tanja Hedwig, Head of IT POS at Deichmann, says:

"With Rubean SoftPOS, our employees can advise customers and process payments anywhere in the store. The solution is highly available, stable, easy-to-use, and supported by Rubean for a smooth rollout."



2. Business

If customers are forced to wait around, the price paid is on profit margins.

Queue abandonment means lost transactions, disrupted stock, and ruined perishables. This is a huge problem right now and brands want cost-effective ways to tackle it.

With Zebra and Rubean, SoftPOS instantly makes this a thing of the past in supermarkets or retail stores as well as in outdoor or mobile environments.

When contactless payments can be taken anywhere, reduced waiting times benefit your teams as much as your customers. They now feel more valued because no longer are they on the frontline for complaints about long lines. If they are happier, they become more productive.

Spending money on marketing to increase business footfall seems a waste if this then means people must wait longer to pay. When they face a long queue because you have no other way to finalise the transaction, this soon reduces their loyalty to your brand, product, or service.

All bricks and mortar retailers – whether big or small, budget or premium – face this problem, as do those selling or working outdoors, door-to-door, at premises, or by the roadside.

A trusted partnership

Getting the balance right is vital. Customers won't accept delays due to the removal of manned checkouts. But installing more self-service options is costly when colleagues can have autonomy to roam with a SoftPOS-enabled device.

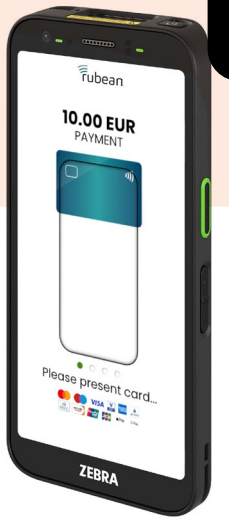
Together, Rubean and Zebra Technologies are providing a secure, compliant, and enterprise-ready solution, easily integrated with legacy systems.

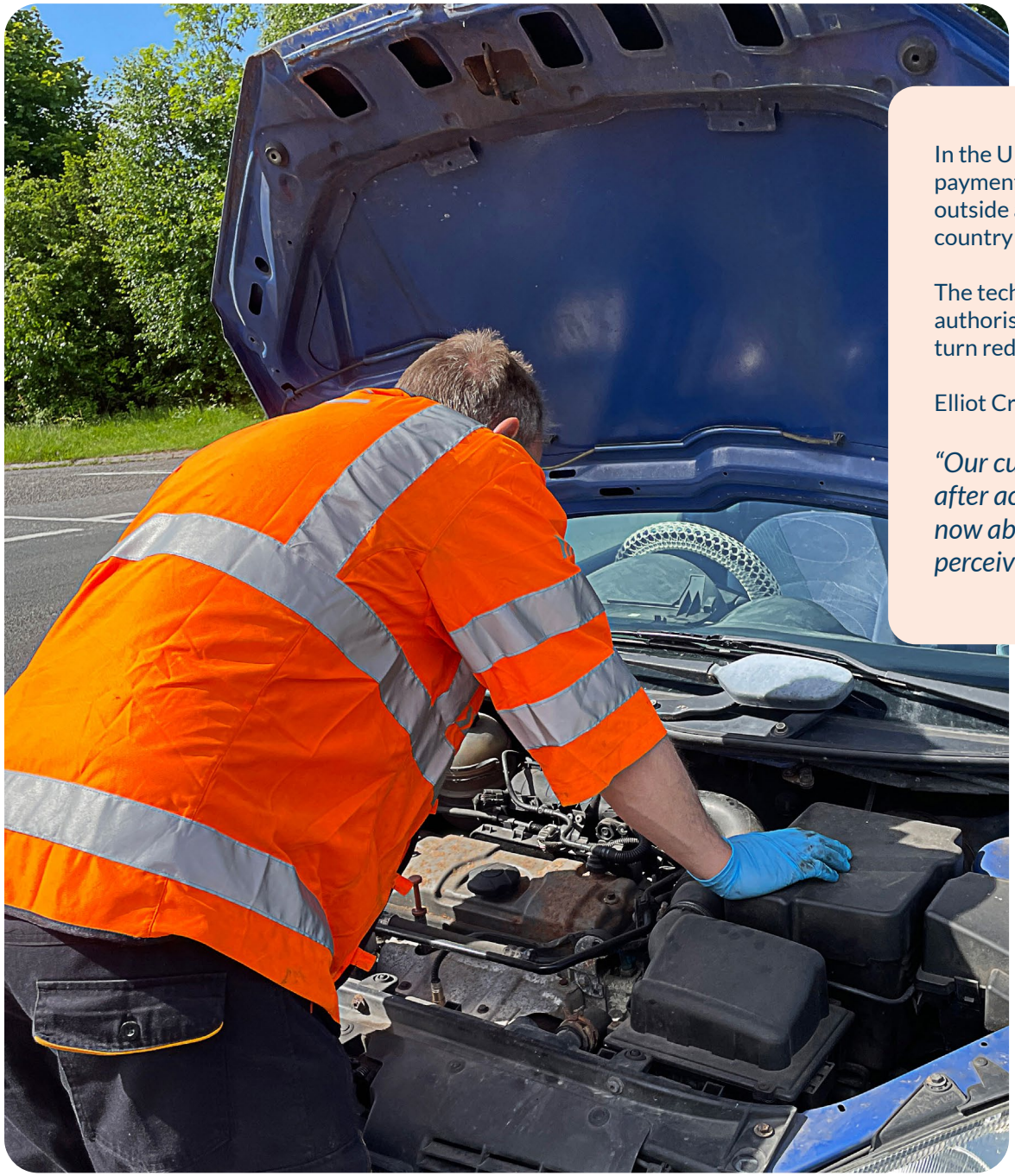
It's simple, seamless, and safe to use as a contactless and mobile payment terminal. Just enter the total, allow the customer to add a tip, and once they tap their debit card, credit card, or mobile phone the transaction completes. A receipt can then be sent by email.



"Zebra's collaboration with Rubean integrates secure, mobile-first payment features directly into our handheld devices. This equips our customers with the agility required to support and connect the frontline, where transactions and customer trust are established. Combining Zebra mobile computers with Rubean's payment technology allows merchants to simplify operations, speed-up checkouts, and boost customer satisfaction."

Hozefa Saylawala, Senior Director of Sales Engineering and Strategy EMEA, Zebra Technologies





In the UK and Ireland, the RAC's mobile mechanics accept payment on their rugged smartphones with SoftPOS, e.g. outside a customer's home, work, or on a motorway or country road.

The technology is also being used to book services and pre-authorise larger payments before any work begins, while in turn reducing member frustrations.

Elliot Crush, Director of Engineering at RAC, explains:

"Our customer satisfaction increased significantly after accepting card payments at the roadside. We are now able to accept Apple Pay and Google Pay, which is perceived as a great service by RAC."

Conclusion

Why would any business not want to make slow or inconvenient payment processing a thing of the past – especially when Rubean SoftPOS and devices from Zebra Technologies are offering this solution right now.
It will provide:

Purpose

Additional handheld devices, enabled with SoftPOS, put into the hands of roaming colleagues improves customer satisfaction through shortened wait times to pay. Having more devices available leads to more sales, while fewer static tills frees up space for increased product inventory.

Payment

Offering Mastercard, Visa, and American Express – plus Apple Pay and Google Pay or local providers – makes SoftPOS instantly familiar and trusted. Not being forced to wait to pay increases the bottom line because purchases are not abandoned and products not spoiled.

Productivity

When customers save time, colleagues save time. No longer do they need to rehang or reshelve goods left behind when transactions are not completed or throw away perishables. Their morale increases because they now provide more face-to-face help or can be deployed in other under resourced areas.

"Companies invest heavily in attracting customers, yet often overlook the most critical moment in the journey: taking the payment."

That's the view of Stephan Kück, Co-CEO and CCO at Rubean, about taking payments for goods or services in a transaction that remains secure, simple, and fast.

"This is the area that actually generates revenues, yet many haven't looked to change things in this process for 10 to 15 years."



The future of customer satisfaction

Rubean SoftPOS, installed on devices from Zebra Technologies, has already made a proven difference to many sectors. It is ready now to implement into stores, supermarkets, festivals, food markets, and mobile workforces.

The role of SoftPOS will also be indispensable in the future when a network connection is unstable or communication goes down.

For example, after a cashless payment outage in Denmark in 2025, the country has now implemented a nationwide offline card payment backup system. This keeps payments stored for up to a week, ensuring they are completed as soon as systems get online again. In 2024, the UK suffered a similar cashless payment outage, and this has become an issue for nations and regulators.

Rubean's new offline payment technology solves this problem as SoftPOS will allow transactions of up to £100, even when a signal is lost. It stores that payment in the device's memory ready for when connections resume.

So, don't wait any longer... hear more about what Rubean, Zebra, and SoftPOS can do for your business by getting in touch.

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"This is a real moment of future-proofing for payments. Rubean's Backup POS will become very common because if a network connection goes down during peak hours in a large store, that means huge revenue losses. This solution saves revenues when a business is offline."

Stephan Kück, Co-CEO and CCO at Rubean

Rubean is a leading provider of Software Point of Sale (SoftPOS) terminals for accepting contactless card payments on mobile devices, such as regular mobile phones. Small to large retailers, delivery services, and restaurants have been using the PCI MPoC verified software under the SoftPOS brand in the US, Europe and Latin America.

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