



January 2025: Boosting New Year Sales with EPOS Online Ordering

New Year, New Efficiencies!

Happy New Year! As the confetti settles and the last of the mince pies disappear, January marks a fresh start for businesses across the UK. Whether you're running a bustling restaurant, a high-street retail shop, or a cosy café, the new year is the perfect time to reflect on what's working: and what could work better.

Let's be honest: the post-holiday slump is real. After the festive rush, footfall tends to dip, and customers are watching their wallets a bit more carefully. But here's the good news: this quieter period is actually a golden opportunity to streamline your operations, embrace new technology, and set yourself up for a cracking year ahead.

One of the most impactful changes you can make? Embracing **EPOS online ordering**. If you haven't already integrated online ordering into your business management systems, January 2025 is your moment. Let's dive into why this matters and how it can transform your sales this year.

Why Online Ordering Is a Game-Changer

Online ordering isn't just a nice-to-have anymore: it's become essential. Customer habits have shifted dramatically, and convenience is king. Whether it's a busy parent ordering their weekly shop, or someone grabbing a takeaway after a long day at work, people expect to be able to order from you with just a few taps on their phone.

Here's the kicker: businesses that successfully integrate online ordering and delivery have seen **up to a 30% revenue boost**. That's not a small bump: that's a serious leap that can make all the difference, especially during slower months like January.

But it's not just about more orders. It's about **smarter orders**. When customers browse your menu or product catalogue online, they tend to take their time. They add extras, explore options, and often spend more than they would in person. More items in the basket means more profit for you.

The Benefits for Restaurant and Hospitality Businesses

If you're in the hospitality game, you'll know January can feel like a bit of a slog. The Christmas parties are over, everyone's on a health kick, and bookings can be thin on the ground. But online ordering can help you weather the storm.

Direct Orders, Bigger Margins

Third-party delivery apps like Deliveroo and Just Eat are convenient, but they come with hefty commission fees that eat into your profits. With your own **restaurant EPOS** online ordering system, you take orders directly through your website. That means you keep more of the money from every sale: and you're not competing for attention alongside dozens of other restaurants on an app.

Fewer Errors, Happier Customers

Ever had a phone order go wrong because someone misheard "no onions" as "extra onions"? With online ordering, customers input their own requests directly. Orders flow straight to the kitchen, cutting out the middleman and reducing mistakes. Fewer errors mean less food waste, fewer refunds, and happier customers who keep coming back.

Targeted Marketing That Actually Works

Modern **business management systems** let you track customer preferences and order history. That means you can send personalised offers: like a cheeky discount on their favourite dish: to bring them back in. Loyalty programmes, special promotions, and targeted emails are all easier to manage when your EPOS system is doing the heavy lifting.

Retail EPOS: Online Ordering Isn't Just for Food

Think online ordering is only for restaurants? Think again. **Retail EPOS** systems with integrated online ordering are transforming how shops operate. Whether you're selling clothing, electronics, or artisan goods, giving customers the option to browse and buy online opens up a whole new revenue stream.

January sales are a prime opportunity here. Shoppers are hunting for bargains, and if they can order from the comfort of their sofa: rather than braving the cold and the crowds: they're far more likely to hit that "buy" button.

Click and Collect

One of the most popular trends in retail right now is click and collect. Customers order online, then pop into your shop to pick up their purchase. It's convenient for them, and it gets them through your doors: where they might just spot something else they fancy.

Real-Time Stock Updates

There's nothing more frustrating for a customer than ordering something online, only to be told it's out of stock. Integrated EPOS systems keep your inventory updated in real time, so what's on your website matches what's actually on your shelves. No more awkward apology emails, no more lost sales.

Streamlining Your Payment Processing Solutions

Of course, online ordering is only as good as your **payment processing solutions**. Customers expect a smooth, secure checkout experience: and if your payment system is clunky or slow, they'll abandon their cart faster than you can say "transaction declined."

The good news is that modern EPOS systems make payment processing a breeze. Whether customers are paying by card, Apple Pay, or Google Pay, everything integrates seamlessly. And because it's all connected to your central system, you get a clear view of every transaction, making end-of-day reconciliation a doddle.

If you're looking to upgrade your payment setup, check out our [payment solutions](#) to see how we can help.

Getting Started: It's Easier Than You Think

If all this sounds a bit overwhelming, don't worry: it's actually much simpler than it seems. At Prime-EPOS, we specialise in helping businesses like yours get set up with integrated EPOS and online ordering systems that just work.

Here's how to kick off your new year upgrade:

1. **Assess Your Current Setup** – What's working? What's causing headaches? Identify the gaps in your current system.
2. **Choose the Right EPOS Package** – Whether you need a full system overhaul or just a few upgrades, we've got [EPOS packages](#) to suit every budget and business type.
3. **Integrate Online Ordering** – Get your menu or product catalogue online, connected directly to your EPOS system for seamless order management.
4. **Train Your Team** – A new system is only as good as the people using it. Make sure your staff are confident and comfortable with the new setup.
5. **Promote Your New Ordering Options** – Let your customers know they can now order online! Social media, in-store signage, and email campaigns all help spread the word.

Make 2025 Your Best Year Yet

January might feel like a slow month, but it's also a month full of potential. By investing in **EPOS online** ordering and upgrading your business management systems now, you're setting yourself up for success throughout the entire year.

More orders, bigger baskets, fewer errors, and happier customers: what's not to love?

If you're ready to take the plunge, [get in touch with us](#) today. We'd love to chat about how Prime-EPOS can help your business thrive in 2025 and beyond.

Here's to a prosperous new year! 

