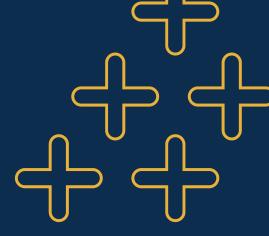# TRANSACT

Campus Commerce

Boosting sales with fully mobile campus commerce systems

Just as checkbooks have gone to the wayside, so too have the notions of traditional campus shopping. Just 10 years ago, students would be waiting in lines and taking their shopping baskets to the campus store for their books and gear. And while brick-and-mortar stores on campuses still have their place in the student experience, the real value for prospective and current students is accessibility and ease of technology to make their purchasing decisions. **College students make up one of the largest groups of online and mobile shoppers.** So it's no surprise they expect that same flexibility on campus, prompting universities to adopt mobile commerce solutions that cater to their buying habits. It's not just a convenience and attraction for students, but **a money-maker for institutions as well, who are benefitting from increased sales, operational efficiency, and students with greater financial literacy.**

"Students love Mobile Ordering! It's new technology that increases the speed of service by placing their order next in queue...they just eat it up and keep the campus in the right direction in terms of innovation."

— *Jessica Buffington, Card Service Manager, University of North Georgia*

of-sale, and bookstore transactions. This was a tall order – especially for Mercer University's 11 campuses. But with Transact's integrated and multi-use platform, Mercer University was able to achieve enhanced safety and incorporate a flexible, scalable system that continues to meet its growth demands.

The trinity of Transact's three solutions (Transaction System Enterprise, Cloud POS, Door Access) moved Mercer University to a contemporary, digital campus. All meal plan, vending, printing, laundry, and off-campus purchases are handled on a cashless basis, while the auxiliary office has a single campus card system and associated database to administer and manage.

The University of North Georgia (UNG) is just one example of a university looking for a mutually beneficial solution for its campus commerce. They wanted to deliver a rich shopping experience for their students while streamlining back-office operations for campus locations. And with five campuses serving nearly 20,000 students, the need for a comprehensive, integrated platform was crucial. With Transact, UNG found the **versatile solution that would work with their existing transaction system while creating a branded, easy to use experience for students.** Upon implementation, UNG students had a simple ordering process to submit dining orders on-the-go, with easy access to their stored value accounts, credit cards, and meals plans at the tips of their fingers.

The back-office team were not only able to streamline their operations, but they had clearer insight into on-hand inventory and real-time sales reports, as well as the tools to simplify purchasing and make intelligent buying decisions. This data helped inform staff of opportunities to provide incentives and reward programs for students, which drove revenue and influenced students' purchasing behavior. Within two months, UNG **increased speed of service by 10-15 seconds per transaction and increased sales by 15%** for the Fall 2019 semester.

Increasing revenue for dining sales was also a point of importance for the

University of Montana (UM), who were looking to eliminate obstacles that kept students from utilizing their on-campus market, restaurant, and food trucks. Searching for a fully integrated, multi-platform point-of-sale (POS) solution, UM wanted **a solution that kept the entire campus in mind with goals to increase speed of service and provide open-check functionality for tipping and running tabs.**

Transact partnered with UM for a solution that would improve the student experience for both diners and the 60+ students working at the campuses' dining locations. **The results were instantaneous and widely appreciated. Campus card transactions increased by 13 percent, with POS transactions processing every 4.6 seconds.** With the data to track transactions and wait times, UM was also able to identify the busiest times more effectively at dining locations, giving them greater insight into staffing decisions.

Where UM looked to focus solely on the dining experience, Mercer University needed an enterprise level campus accessibility and payment solution. In addition to streamlining dining transactions, the university was looking to overhaul its security and door access system with a centralized mobile ID. The complex project required **a comprehensive, unified campus card that could be used for door access, vending, food service point-**

"The system eliminates the need to carry cash, making Mercer students less of a criminal target and ultimately keeping them safer."

— *Ken Boyer, Associate Vice President of Auxiliary Services, Mercer University*

Transitioning campuses to cashless environments made things safer during the pandemic, but the practice will certainly outlast it. Campus commerce systems not only make life better for students, but the efficiency and optimization achieved for staff and opportunities for increased sales will more than pay for the investment.