Automate Point of Sale Process
ZQ310 with Bluetooth Connectivity
Vertical Market: Hospitality / Revenue: $420,000

Situation

- The customer manages parking lots and processes payments for special events such as sports games and concerts
- They wanted to design an automated mobile point of sale (POS) parking solution for these events and venues

Objective

- Customer was looking to optimize productivity and increase revenue stream

Solution

- Zebra's ZQ310 mobile printer was combined with an Apple iPhone and Ingenico payment device for POS receipt printing needs
- An employee is positioned at each vehicle entry line, taking payments, scanning parking passes and providing a printed receipt for proof of payment
- This process ensures accurate payment for parking and that the lot is at full capacity

Outcome

- Streamlined their process flow with immediate proof of payment via the ZQ310 receipt printer
- Increased revenue generated by credit card versus cash compared to stationary payment system
- Improved validation of parking passes by scanning and identifying duplicate passes, resulting in increased revenue
- Improved fan arrivals at parking lots, internal controls and operational efficiency

ZQ310

You need a small mobile printer that can handle the elements, generate high quality receipts in practically any environmental condition, guarantee power for the longest shift, with a ready-to-use remote management solution — all at a price that won't break the bank. The ZQ300 Series printers provide the perfect footprint — slim, lightweight, compact and never in the way. It's designed also to handle the inevitable everyday drops, with a scuff resistant housing that helps keep it looking like new — and you get reliable high-quality printing, even in extreme heat, cold, rain and snow.

The Technology

Class-leading advanced battery and power technologies ensure every worker will have plenty of power, every minute of every shift. And the ZQ300 Series runs Link-OS® and is supported by our powerful Print DNA suite of applications, utilities and developer.

For More Information

Visit the ZQ310 information page.