

POS as a tool

for sales, customer experience
and emotional engagement



Experience sells.



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At a time when most marketing budgets are directed toward online channels, it is easy to overlook the power of physical touchpoints.

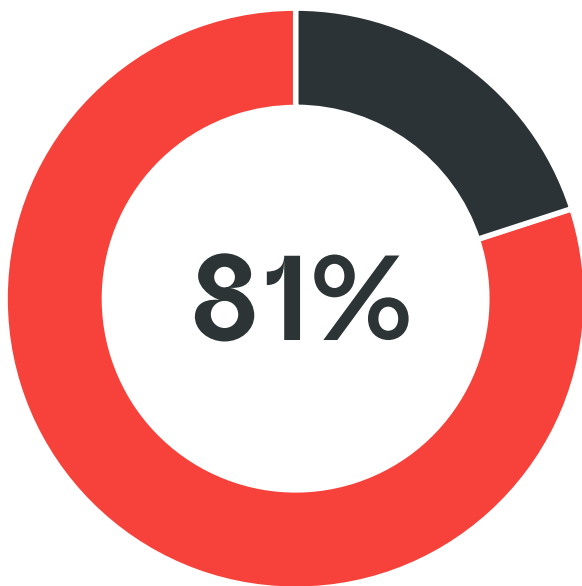
It is a myth that only digital matters today and that offline is merely a cost.

**A well-designed POS solution
becomes a powerful tool
of influence: it engages the senses
and emotions while driving sales.**

This publication presents data and best practices proving that **a physical touchpoint is an investment in customer relationships** — memorable, measurable, and effective.

Today's consumers do not need more information.

They need an experience that moves them. They want to feel the product, immerse themselves in the brand atmosphere, and remember the interaction as an experience rather than a transaction. Alongside strategic investment in online marketing, it is worth leveraging the power of sensory brand experiences in physical spaces. The key to achieving this lies in POS communication focused not only on product presentation, but also on relationship building and customer experience design.



as many as 81% of consumers say that **physical displays build greater trust** in a brand

In a world overwhelmed by digital noise, physical touchpoints have become even more valuable. Research confirms this: as many as 81% of consumers believe that a brand's physical presence — such as a store or product display — builds more trust than online presence alone.

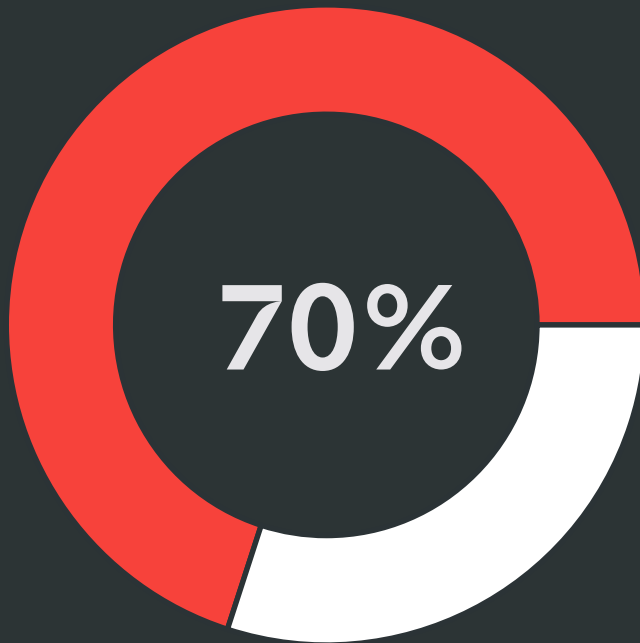
Shape, texture, color, and lighting — all of these elements work faster than words, deeper than slogans, and more effectively than messages displayed on a screen.

**The senses are the shortest
path to emotions —
and emotions are what drive
purchasing decisions.**

A display unit can simply be a point of contact with the customer, but it can also become a journey — leading from product to experience, from transaction to relationship, and from purchase to loyalty.

What shapes consumer purchasing decisions today?

A customer's eyes, ears, nose, and skin react to stimuli instantly — faster than conscious awareness is activated. That is why physical brand touchpoints are the perfect place to deliver experiences that stay memorable and evoke emotions.



70% of purchasing decisions are made at the point of sale

POPAI research shows that as many as 70% of purchasing decisions are made in-store, and 68% of them are impulsive. This means that customers often do not plan a purchase until they see — and feel — a product or environment that emotionally engages them.

That is why it is so important for a **brand touchpoint to operate on a sensory level** and trigger an immediate emotional response.

Retail doesn't give second chance

less than

seconds

Eye-tracking studies show that the first 1.5–2 seconds after a customer looks at a product are crucial in capturing attention. During this time, the first — often subconscious — evaluation takes place, influencing subsequent purchasing decisions.

Around half of all purchasing decisions are made within just a few seconds of making visual contact with a product.

If a product or in-store display message fails to capture the customer's attention quickly and effectively, the chances of engaging them drop significantly.

Retail spaces have always been designed to visually engage customers in the shortest possible time.

However, modern POS design must go further — visibility and aesthetics alone are no longer enough. Increasingly, successful POS solutions engage not only sight, but also other senses, enabling brands to build stronger and more lasting relationships with customers.

Neuromarketing research shows that multisensory experiences — engaging sight, sound, and touch simultaneously — are more memorable and create stronger emotional connections with brands. That is why spaces that customers experience are more effective than those they simply observe.

Multisensory experiences can effectively attract and hold attention even in crowded retail environments. They increase brand recall by up to 70% compared to single-channel communication and act as a trigger for purchasing decisions.

customers remember

70%
more

through
multisensory
experiences

In a world where sounds, colors, messages, and offers constantly compete for customer attention, the winner is not the brand that speaks the loudest, but the one that can evoke emotions.

This can be achieved through elements such as a soft texture that soothes the nervous system or a scent that brings back memories of peaceful moments. Distinctive lighting or carefully selected music can also play a leading role, encouraging customers to slow down. These details interrupt the rush, invite interaction, and open customers up to making a purchase decision.

Such experiences cannot be replicated online. Digital communication may attract attention, but it cannot deliver the multisensory experience that engages the entire body. Physical contact with a brand is no longer optional — it has become essential. In a world overloaded with digital stimuli, consumers crave sensory experiences, and the brands capable of delivering them remain memorable and are ultimately chosen by customers.

Scientific studies confirm that **emotional engagement at the point of sale significantly influences purchasing behavior and brand loyalty**. In particular, multisensory and emotionally engaging retail experiences increase customer satisfaction and their willingness to return. In a world overloaded with digital stimuli, consumers crave sensory experiences — and the brands that can deliver them remain memorable and become the ones customers choose.

POS as a tool for sales, decision-making and emotional engagement

**A well-designed display unit
not only presents the product
— it invites interaction.**

If customers are not given that opportunity, the brand loses the chance to evoke the emotions that encourage purchasing decisions.

How can customer emotional engagement be increased?

Recent neuromarketing studies show that this can be achieved through **personalized marketing messages** tailored to consumers' individual needs and emotions.

Personalized communication activates areas of the brain responsible for reward processing and trust, resulting in more effective campaigns and stronger consumer loyalty.

Recipients of personalized marketing content experience stronger positive emotions and are more willing to interact with a brand.

This effect is particularly visible in retail environments, where personalization helps reduce the feeling of information overload and makes purchasing decisions easier.

It is important for a physical customer experience element not only to present the product, but above all to build an emotional connection with the customer. It is emotions — not just aesthetics or technology — that make customers want to stay longer, return, and recommend the brand to others.

A well-designed display remains memorable because it leaves an emotional impression — and that is the shortest path to loyalty and repeat purchases.

**Emotions are what make
customers want to stay longer,
come back, and recommend the
brand to others.**

POS as a source of data and measurable results

In-store displays are not only about creating a wow effect and customer experience — they also have a measurable impact on sales performance.

Products supported by dedicated POS displays sell on average 20% better than those placed on standard shelves, while 60% of customers declare that attractive POS displays encourage them to purchase a new product.

POS influences
more than
half
of customers to make a purchase

How does POS convert?

Research shows that the average conversion rate of POS materials is significantly higher than the typical conversion rates achieved by other marketing channels, both online and offline.

POS conversion compared to other marketing channels:



POS supports omnichannel

Point of Sale systems have a significant impact on business performance, sales, and conversion rates. Their implementation continues to deliver strong value despite the growing popularity of online shopping.

What advantages does in-store display provide?

- POS materials are placed directly at the point of sale, where customers make purchasing decisions. This increases the effectiveness of communication and strongly influences impulse purchases.
- POS provides visibility, information, and promotion at the exact moment when customers are most receptive — something that is difficult to achieve through online channels or other offline marketing formats.
- Physical displays also frequently support cross-selling and encourage customers to take advantage of in-store-only promotions, further increasing conversion rates.

POS materials are not only a sales support tool, but also an important instrument for building a brand's competitive advantage.

Modern Point of Sale systems are a valuable source of data on customer behavior in-store. Through integration with CRM systems, loyalty programs, and mobile applications, POS displays make it possible to:

- identify customers (e.g. through loyalty cards, apps, or QR codes)
- track preferences and purchase history
- analyze the effectiveness of promotions and displays in real time
- personalize offers based on data collected across multiple channels

Offline and online activities complement one another, enabling brands to deliver consistent and effective communication regardless of where customer interaction takes place.

**POS streamlines processes,
automates service, reduces errors,
and accelerates decision-making.**

Customers experience and purchase seamlessly — without friction.

POS as a customer experience touchpoint

Although the world is moving toward digitalization, physical and well-designed retail touchpoints are becoming increasingly important. In an era of overstimulation and endless choices, physical experience can be the factor that determines purchase decisions, loyalty, and customer retention.

**nearly
half**

**of customers choose the
brand that delivers a better
in-store experience**

47% of customers choose a brand that offers a superior in-store experience, even if the price is higher.

Moreover, physical touchpoints support broader marketing activities — they are where loyalty programs can be activated, store layouts tested, and premium brand experiences created at the point of interaction.

Purchasing decisions are still made where customers can touch and experience the product.

The data gathered in this report confirms that physical brand touchpoints have a direct impact on sales, customer emotions, and loyalty.

Physical touchpoints are not a relic of the offline world — they are one of the most effective tools of influence within integrated marketing communication. Rather than eliminating in-store displays due to budget cuts, brands should view them as an investment in emotions, loyalty, and measurable business results.

What customers can touch, feel, and remember stays with them longer — and ultimately drives conversion.

Why does it still work in the era of e-commerce?

Because physical product displays do not compete with online channels — they complement them. They connect sales channels, ensure consistency in data and inventory management, and most importantly, provide what online cannot offer: physical interaction, immediacy, and a multisensory experience.

POS is not only a transactional tool — above all, it is a carrier of emotions, decisions, and data.


**Investment in a well-designed
POS solution is an investment
in efficiency, aesthetics,
and long-term customer
relationships.**


People still want to experience. To touch. To feel. To be present. And the brands that can deliver this remain both memorable and chosen. That is why solutions dedicated to the point of sale can become an extremely valuable ally — both in the fight for customer attention and in securing internal company budgets.

Best practices

**Success begins where
three perspectives meet:
the brand, the retail
network, and the consumer.**

An effective POS solution is not just about good design — it is a combination of aesthetics, functionality, and an understanding of sales processes. To ensure that a display truly performs, it is worth remembering a few key principles:

-  **Start with the objective.** Every POS project should have a clearly defined business goal — whether it is increasing sales, launching a new product, or building a premium experience. The objective determines the design direction.
-  **Think from three perspectives.** The best solutions emerge where the needs of the brand, the requirements of retail chains, and consumer expectations intersect. A balanced combination of these perspectives is the foundation of success.
-  **Design an experience, not just a display.** In an overstimulated world, customers expect more than product visibility. POS solutions that engage the senses and evoke emotions remain memorable and strengthen loyalty.

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- The page features two thin red diagonal lines crossing from the bottom-left towards the top-right. Three red arrowheads, pointing right, are positioned to the left of each list item.
- **Test before implementation.** Prototypes and early visualizations reduce risk. They facilitate retail network approval and provide confidence that the final solution will attract consumer attention.
 - **Maintain consistency and quality.** POS is the brand's showcase at the point of sale. The quality of materials, finishing details, and alignment with the brand book determine how the brand will be perceived.
 - **Protect the long-term effect.** Professional installation and maintenance ensure that the display not only makes a strong first impression, but also continues to support sales over time.

This guide was prepared by Berkano, an agency specializing for more than 20 years in designing displays worth noticing — solutions that not only attract attention, but also genuinely support multisensory customer experiences and sales performance.

**If you would like to create
an effective and distinctive
POS solution for your brand:**

call us

500 001 799

or contact us at

kontakt@berkano.pl

Information about our design process, cooperation standards, and completed projects can be found at: **berkano.pl**

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