



**ZEBRA**



# YOUR SCAN AS YOU SHOP HOW-TO GUIDE

Your 10 step guide on how to implement PSS, Zebra's scan as you shop solution. Includes practical tips to increase revenue, loyalty, visits and satisfaction in your stores.



# WELCOME TO YOUR 10 STEP PSS HOW-TO GUIDE

Zebra's Personal Shopping Solution (PSS) is the market leading scan as you shop solution and has been deployed in over 3,000 stores worldwide. It is a direct response to core challenges faced by retailers today:

- **Rising customer expectations** for a faster, easier shopping experience.
- **Increased competition** from digital players and discounters.
- **Lack of visibility** into individual customer preferences.

PSS combines hardware, software and services – offering new ways to enhance the customer experience while delivering return on investment (ROI) for the brand.

So this How-To Guide outlines what PSS can do for your business and the ways you can maximise its potential.

Inside you will find ten practical steps and key considerations based on Zebra's extensive experience' that will guide you towards a successful PSS implementation:

- |                                                                |                                                                                     |
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# HOW TO BUILD THE BUSINESS CASE

Zebra research shows that almost two-thirds (64%) of shoppers want an improved shopping experience.

Some within the organisation may understand the benefits of self-scanning hardware but will be less familiar with the additional benefits of a fully integrated PSS. A simple illustration of the extra value from combining hardware with software and services should be enough to persuade them.



**Key takeaway:** The scale of ROI from PSS is directly linked to how it is implemented, marketed and adopted by consumers. This is why learning from best practice, choosing the right PSS set-up for your stores and devising a successful pilot are so important.



LOYALTY

**+1 visit / month**

Visits proven to increase by an average of one per month



CUSTOMER EXPERIENCE

**60%**

PSS customers report they are more satisfied and "treated like VIPs"



BASKET SIZE

**7-14%**

Average increase in spend basket size



ENHANCED RELATIONSHIPS

**1-2-1**

Increased interaction between the store and customers through personalized discounts, advice and recipe recommendations



REDUCED COSTS

**1 vs. 5**

One PSS checkout covers the work of five traditional checkouts – reducing costs and freeing up staff to work elsewhere in the store





## HOW TO BENEFIT FROM BEST PRACTICE

A retailer fully committed to a successful PSS implementation can expect to see an average increase in sales from shoppers between 7 and 14%. This requires considered planning, commitment from the organisation and a focus on the customers who will be using it.

Zebra involvement in successful PSS implementations around the world suggests retailers that follow best practice are most likely to result in a well-controlled, low-risk project. Examples include:

- **Reviewing all areas** where PSS could add value to your brand's shopping experience before deciding how to build your version of PSS.
- **Documenting** the rollout strategy, including the pilot launch, so each stage is clear for those people actively involved.
- **Putting together** a project team with the skill set required to deliver the plan – incorporating technical, operational and marketing personnel.
- **Agreeing the core objectives** and KPIs in advance so these can be referenced over the course of the project.
- **Starting with a straightforward rollout** and then adding service enhancements (such as smartphone ePayments or product maps) in phases.



# HOW TO CHOOSE YOUR PSS SET-UP

In the past, selecting retail technology was limited to in-store devices and supporting hardware. Today, your choice of equipment is still important.

Yet so is your choice of software and support. Making these decisions is no longer just about meeting operational criteria. To achieve maximum value from PSS by combining hardware, software and services means focusing on wider customer requirements and business objectives. The following cover some of the key questions to answer before designing and implementing your PSS.

## Customer experience

- What experience do we want to provide for our customers (i.e. reduced time spent in-store vs. immersive brand experience inside and outside the store)?
- How do we want our customers to interact – via our in-store devices or on their own smartphones?
- Will we integrate PSS with our membership or loyalty schemes to provide ongoing engagement or limit the technology to queue-busting?

*\* Top tip: No. of transactions in busiest hour x 15% baseline customer usage = Ideal number of handsets for pilot store.*

## Business integration

- Can we integrate PSS into our existing workflows and, if so, which ones?
- Are we considering PSS for cost reduction, revenue enhancement or brand building (or a combination of all three)?
- If PSS proves to be successful, how will we roll it out across other stores after the pilot project?

## Hardware

- If we decide to use in-store handsets, how many will we need?\*
- How rugged should our in-store devices be and what screen size should we select based on the applications we intend to run or launch in the future?
- Will our customers feel comfortable holding our in-store devices and what ergonomic factors are important for early adoption and long-term durability?
- What re-scan devices and accessories (e.g. cradles on shopping trolleys or wall mounted charging docks) will we need and where should these be positioned?

## Software

- Will we need new store servers to handle the extra data traffic?
- Which apps should we launch with and which should we phase in over time (e.g. store maps, discounts and offers, ePayments, etc.)?
- How will we record, analyse and act on the information we get from our shoppers?

*Top tip - most retailers keep the initial implementation simple and then add features when their customers have got used to the solution.*

## Services

- Do we need planning and implementation support for launching PSS?
- Have we got the in-house resources to implement core PSS elements (e.g. a WLAN health check, server commissioning or on-site training)?
- Do we need break-fix only maintenance or somebody to manage our PSS?



# PSS IMPLEMENTATION HINTS & TIPS

**Having answered some of the key questions in advance of your implementation, it pays to take into account some key considerations before launching PSS.**

Following successful deployments around the world, Zebra has collated hints, tips and best practice guidance relating to the in-store experience that will help you ensure PSS is a success with your customers.

## KEY CONSIDERATIONS:

### How to support multi-buys

If a shopper wants to purchase a multi-buy product, they will need to ensure all items included in the offer are scanned with the handheld device. This should also include linked offers – for example, if there is an offer to buy strawberries and get the cream for free then both items need to be scanned. For retailers, this might require signage or customer training.

### How to scan varieties of the same product

Many products will have different varieties or flavours – for example, cat food. Retailers need to make sure that shoppers scan each product separately, rather than scanning just one. For example, if the shopper buys three

different flavours of the same cat food they will need to scan the barcode on each tin, rather than one tin three times.

### How to include self-weigh products

Customers will need to know that items such as loose fruit and vegetables need to be weighed on self-weigh scales to produce the barcode that can then be scanned by the handset.

### How to handle age-restricted items

Many stores operate policies restricting the sale of certain items to certain groups of people, e.g. alcohol to under-18s. To enforce these within your PSS it is important to incorporate a ‘flag’ on the files that get exchanged between PSS and PoS systems. This will ensure that when the files are read by the PoS system a pop-up message will alert the cashier to check the customer is able to purchase the restricted items.

### How to integrate custom barcodes

Customers may be scanning special barcodes to identify items such as:

- Reduced-to-clear
- Weighted-embedded
- Price-embedded
- Bucket codes (referencing a series of barcodes)

Each of these types of barcode must be identified by the PSS project team and included in the project plan to ensure users do not experience problems in the store.

### How to deal with ‘problem’ items

‘Problem’ items often fall into one of the following categories:

- No barcode
- Does not scan with the handset
- Barcode is damaged
- Barcode scans but handset displays an error

If any such problems arise, the customer should be able to retain these products separately and present them to the cashier at the end of the trip.





## HOW TO MOBILISE AND MOTIVATE EMPLOYEES

With much of the focus on the physical set-up, it is easy to forget the importance of in-store staff when it comes to the full PSS launch.

Their active involvement is just as important as any part of the technical implementation or marketing activity.

PSS advocates in your stores can support the rollout of the solution. This is essential for avoiding any negative early experiences that might discourage customers from using PSS and cause staff to lose interest.

There are some key steps you can take to ensure a flawless introduction of PSS to staff and customers:



**Have a smart training plan** that is written down (and can be shared between stores later).



**Involve the HR team** at an early stage to guarantee you are using the best internal communication channels and style of messaging.



**Provide information** in a timely fashion and give staff the chance to ask questions rather than rushing out communications right before launch.



**Ensure that all staff** have to shop with PSS



**Use staff training videos** or interactive demonstrations – even walking staff through how PSS works in-store – so they fully understand where it will make a difference to customers.



**Ensure the Help Desk or support function** is fully trained and has the technical manuals to hand that will allow staff to respond quickly to any internal query.



# HOW TO MAXIMISE CUSTOMER UPTAKE

A flawless PSS launch relies on customer uptake. There is no point investing in new PSS infrastructure only to find customers do not know anything about it, how it works or where to find it.

Promoting the new system is essential. Just as important is highlighting the benefits to customers so they can see what they stand to gain before using the handsets or apps available to them.

## Large basket customer benefits:

- Average shopping trips are 10 minutes faster.
- It is simple to scan as they shop.
- There is no need to pack, unpack and repack trolleys.
- They can make mobile payments (if available).
- They enjoy walk-in/walk-out convenience.

## There are three key pillars to a PSS marketing plan:

Promoting the new system – potentially via a select group of customers who trial it, offer feedback and are incentivised to continue using it – will foster rapid rates of adoption and encourage long-term use.

### 1) Launching the service

Major retailers that Zebra has worked with have seen successful uptake from **advertising campaigns**. Announcing the new retail experience might combine in-store, online and local area publicity. This activity often involves customer recruitment using the benefits outlined above. Any campaign should be supported by a sign-up system that is quick and easy (whether in-store or online).

### 2) Providing customer ‘training’

Make it easy by having loyalty card holders already signed-up and pre-loaded. Providing in-store support for customers who are signing up to and using PSS for the first time will avoid potential negative experiences. **Staff should be on-hand** to provide a simple explanation of the self-scanning process, including tasks such as self-weighing and ePayments where applicable. In many cases, customers will want to know why PSS has been introduced and how each element works.

### 3) Maintaining momentum

Additional PSS service enhancements (such as in-store product maps or personalised discounts) will encourage continued use. If PSS is linked to the **brand’s loyalty scheme**, customers could be incentivised or rewarded for using it. With staff members available to assist PSS users, they will continue to **“feel like VIPs”**. This special treatment can be extended in specific areas – for example, extra loyalty points or help with packing for re-scan customers.





# HOW TO TAKE ADVANTAGE OF PSS ENHANCEMENTS

Independent software vendors offer a wide range of apps that enhance the value of PSS hardware. This software turns handheld devices into important engagement touchpoints as well as hubs for data collection and real-time, in-store interactions.

The following are examples of software applications designed to work with Zebra PSS and the benefits of each one.



## List and reminders – for a more personal experience

- Shoppers build and maintain lists.
- Items are suggested based on advanced data analytics.
- Alerts and list re-ordering are based on where customers are in-store.



## Recipes – for extra inspiration

- Meets demand for new ideas for mealtimes.
- Leverages tie-ins with celebrity chefs and cooking shows.
- Ingredients suggested based on what has already been scanned.



## Product location maps – for faster shopping trips

- Easy solution to an age-old problem.
- Product locator connected to store map.
- Shopping list re-ordered based on layout of aisles.



## Targeted promotions – for in-store benefits

- Builds relationships with customers.
- Real-time targeted advertising and partner marketing opportunities.
- Triggers are based on location in-store, purchase history and/or current basket.



## Mobile payment – for avoiding checkout queues

- Cuts the time it takes to complete each trip.
- Reduces reliance on regular or even self-scan tills.
- Reduces paper use with eReceipts.



## New services – for added brand value

- Designed to meet known shopper needs.
- Heavy or bulky items can be scanned and selected for pick up at a drive-thru.
- Customers can interact with items and order them for home delivery/set-up.



# HOW TO PUT PSS AT THE HEART OF CUSTOMER INTERACTIONS

**In today's digital and multi-channel shopping environment, bricks and mortar retailers can use PSS to connect in-store and online engagement.**

The following scenario outlines how PSS can be used before, during and after a shopping trip to optimise the relationship between brand and customer.



## Before arriving at the store

- John's PSS smartphone app sends him a selection of this week's hottest new celebrity chef recipes.
- He picks a Thai red curry, uploads the ingredients to his PSS app shopping list, which also has everything from his usual weekly shop.



## On entering the store

- An in-store display directs John to the self-scanning PSS devices located in the charging dock.
- John picks one, swipes his loyalty card and logs in to access his PSS account, including his shopping list.
- To keep both hands free to do the shopping, he cradles the device in his trolley holder and cradling the device in his trolley holder he sets off around the store to buy the ingredients he needs.



## Around the store

- John follows the PSS store map product locator to find each item.
- When he gets to the fresh vegetables aisle, the PSS device pops up a discount offer – buy two mixed vegetable bags, get one half price.
- When John scans the vegetables, the PSS screen suggests he could also use them for a stew and recommends the extra ingredients he may need to make that meal later in the week.
- He adds the new items to his list and after scanning each one, he drops them into the bags he already has open in his trolley.
- When scanned the items disappear from his shopping list and the list is reordered based on where he is in the store.
- John sees a great in-store only deal on a Smart TV – he scans it and selects the home delivery option.



## At the checkout

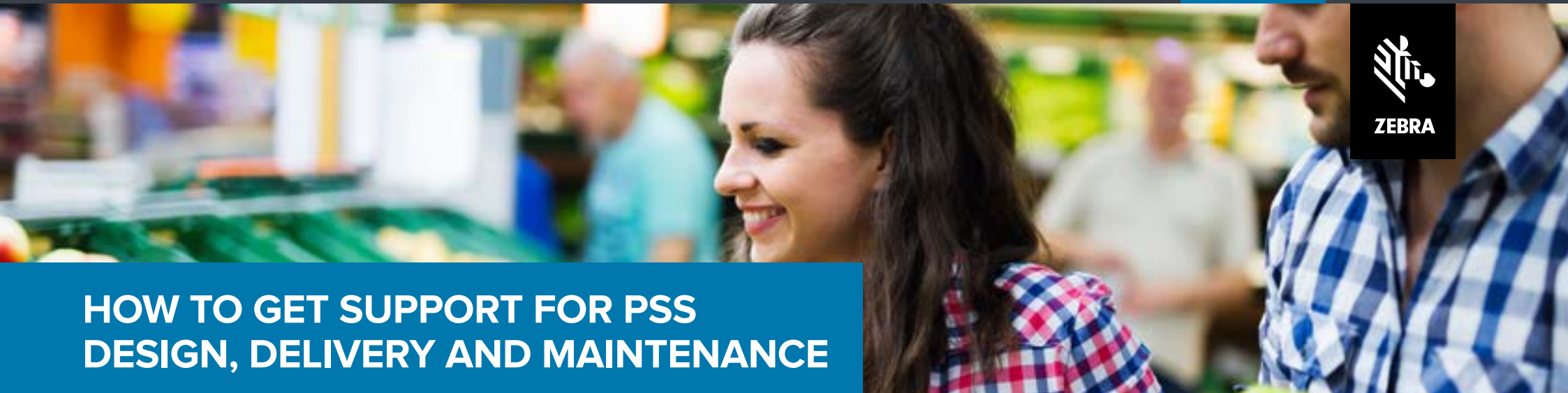
- Once John has everything he needs, he heads to the dedicated PSS self-scanning checkout area where he pays and his loyalty discounts are automatically applied without having to produce a printed coupon.

- If the store offers ePayments, he usually prefers to use the PSS wallet option to avoid the checkout altogether.
- He docks the PSS self-scanning device and takes the trolley to his car to unload the bags that are already packed.



## Post-purchase

- When John arrives home, his PSS app asks him to complete a 1-minute survey about his choice of TV.
- As a reward for his time, he is then sent a discount voucher for rapid delivery slot and an at-home Smart TV set-up service.
- While cooking, John takes photos of his ingredients and then the finished meal using his PSS app and shares the images on social media.
- The brand social media team re-post John's images and send John a preview of next week's recipes from next week's celebrity chef.






# HOW TO GET SUPPORT FOR PSS DESIGN, DELIVERY AND MAINTENANCE

When designing, delivering or managing your project, it is important to ask whether you have the in-house resources to cover the activities within the three key stages of any PSS project lifecycle:

If you know that you will need external services to deliver these individual activities, you will also need to decide which acquisition model works best for your business – from a completely managed service to individual Software-as-a-Service to a mix of Capex and Opex commitments.

This could change based on the status of the overall project, the requirements for your pilot project and the subsequent operation of a company-wide PSS system.

It is worth noting potential requirements before you begin and how you will link these to the return on investment and improvements in customer experience that you expect.

<h3>1. Planning </h3>	<h3>2. Implementation </h3>
<ul style="list-style-type: none"> <li>- Software design</li> <li>- Solution design</li> <li>- PSS design</li> <li>- RFID design</li> <li>- WLAN assessment</li> </ul>	<ul style="list-style-type: none"> <li>- Software development and documentation</li> <li>- MDM commissioning or upgrade</li> <li>- Printer integration</li> <li>- PSS implementation</li> <li>- RFID implementation</li> <li>- WLAN cabling, staging and installation</li> </ul>
<h3>3. Operation </h3>	
<ul style="list-style-type: none"> <li>- Software, build, MDM and printer testing</li> <li>- Staging</li> <li>- Trouble shooting</li> </ul>	







# HOW TO ORGANISE THE PILOT STORE

With all the key considerations accounted for and a clear idea of what you want from your proof of concept, you can move into the pilot phase. At this point, the focus should be firmly on the types of customers that are most likely to use PSS. This will ensure that your pilot store goes a long way to defining the optimum system sizing for your full rollout.

The Rack or PSS furniture should be placed close to the front of the store and should include a minimum of two entry kiosks in case one fails.

## Selecting the right pilot store:

Key question 	Why? 
- Where are average purchases the largest?	- This indicates that the majority of customers are trolley rather than basket shoppers.
- Is the potential pilot store close to a major residential area?	- This will ensure visit frequency is high enough to monitor success across a broad base of customers.
- Does the store experience queuing problems?	- This tells you that PSS benefits are likely to be well received by large basket shoppers with negative shopping experiences.
- What are the types of products available in-store?	- This tells you if there is scope for partner discounting on branded goods.
- What is the level of staff engagement and/or turnover?	- This tells you whether you can rely on employees for consistent support in the early stages of PSS rollout.



# HOW TO ORGANISE THE PILOT STORE



## Putting the infrastructure in place

Before launching at the pilot store, PSS requires production environment integration and fully functional backend systems. These include:

- **Customer registration** process(es)
- **A secure** payments system
- **Accuracy of item** and promotional data
- **Device and app** deployment support
- **Store IT support**, including servers and databases
- **Issue logging**
- **Management**, IT and security reporting
- **KPI measurements** and alerts

## Technical specifications

The size and layout of the selected store plus the estimated number of users will dictate the amount of equipment you need and where it goes.

Key considerations 	Why? 
- Where will you place the self-scan device racks?	- These need to be front-and-centre in the store to make sure shoppers can see them easily.
- Where will you position the corresponding power supplies and WLAN access points?	- This will ensure easy recharging and store-wide network coverage.
- Will you use scanner holders for trolleys and how many trolleys need to be fitted?	- This is dependent on whether you are converting all trolleys or creating a separate trolley bay for PSS users.
- What furniture build concepts will complement you current store?	- Pod-style checkouts, self-pay stations and self-weighing scales need to be prominent yet fit the rest of the store design.



**A key point** to remember is that PSS is not just a hardware solution. Your business cannot expect to see the surge in sales reported in previous PSS deployments without the associated software and services in place. Expert partners will be able to guide you through your initial PSS design and highlight the software and services to complement your choice of hardware.



# HOW TO GET STARTED

## See PSS in action

Watch how Zebra PSS technology will help you gain competitive advantage.



## Choose Zebra for PSS

Zebra's Personal Shopping Solution (PSS) will redefine your customer experience by reducing queues, enabling easy payment and enhancing your brand offer.

Building on our longstanding reputation in the sector, we combine our award-winning devices with smart software apps and value-adding services to meet the demands of modern retailing:

- **Your most valuable**, large basket shoppers can self-scan items and pack as they shop – saving time on every trip.
- **Dedicated self-scan** tills or on-screen ePayments improve the shopping trip in our new era of walk-in/walk-out convenience.
- **Customers** enjoy an integrated digital and store experience enhanced by apps that deliver product location maps, recipe recommendations, personalised discounts and drive-thru or delivery options.

Giving you more ways to compete with discounters and digital competitors, Zebra PSS is proven to deliver full return on investment within 12 months.

## Connect with Zebra

### For more information



For more information about Zebra's PSS solution, visit us at [www.zebra.com/PSS](http://www.zebra.com/PSS) or contact us at [www.zebra.com/contact](http://www.zebra.com/contact)