Reinvent Store Operations With Staff Enablement

Boost Performance by Connecting Associates to People, Assets and Data

In today's omnichannel retail environment, shoppers are just a click away from information that optimises their buying choices. Reinventing the in-store experience for lasting shopper loyalty requires dramatic changes. It calls for merging the technology-enabled convenience of e-commerce and the personalised customer service of brick-and-mortar commerce to give shoppers more valuable real-time browsing information than they can find on their own.

When planning an operational reinvention, keep a couple of guiding concepts in mind:

- Prioritise operational excellence, staying focused on improving the individual shopper's experience.
- Empower your most valuable store assets—your front-line associates—to give shoppers information on merchandise they won't find via their own online browsing.

Processing information is as much a part of a store associate's job as handling physical merchandise. Whether they're checking items from receiving into inventory, checking to see if an item is in stock or checking out merchandise, they complete all these tasks more quickly when they access accurate data in real time.

Multi-functional enterprise mobile devices designed for front-line retail operations such as handheld mobile computers and tablets make it possible. Staff enablement technology frees up more of the associate's time to enhance shoppers' store visits with personalised service beyond their traditional responsibilities.

60% of shoppers say store associates who use mobile devices for customer assistance improve their shopping experience.[1]

[1]*2018 Shopper Vision Study,* Zebra Technologies

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Transform the Store Into a Connected Ecosystem

In a retail environment that's more competitive than ever, connecting operations is essential to reinventing a store's operations for sustained sales performance. Creating a connected ecosystem in the store aids you in meeting several objectives that combine to improve performance.

Improve Staff Communications

Giving a shopper information about an item or promotion they won't find on their own requires the associate to be proactive and stay at the shopper's side for as long as they need assistance. When they're equipped with clear voice communication, the associate can answer questions, check inventory or ask a colleague questions about an item or bring it out without leaving the shopper's side—increasing the odds of a sale.
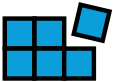
Increase Planogram Compliance

One of the most common reasons for shoppers' in-store dissatisfaction is out-of-stock merchandise. To minimise out-of-stocks, the associate can use a single device such as a handheld mobile computer or tablet to check planogram compliance and enable associates to replenish items before shelves are empty. Augmented reality can also be utilised for an enhanced associated experience.

Increase Operational Efficiency

When the corporate office or store management has real-time visibility into people, assets and data throughout the store and the enterprise, data-powered decision-making is possible. Enterprise mobility in the hands of associates provides visibility and real-time decision guidance from the front line of the operation—and powerful potential to drive down operational costs.

Enhance the Customer Experience

Granting associates real-time access to inventory across both the store and the entire retail enterprise enhances their ability to make a sale. Enterprise mobility also gives associates immediate access to sales promotions and shoppers' loyalty programme accounts, which results in better deals for shoppers and builds their loyalty. By telling shoppers something they haven't already learned through their own online browsing, associates boost shoppers' in-store experiences.

Reinvent Your Operations with Zebra's Mobility Solutions

In today's retail environment, your store's performance, and the success of the brand, depend on transforming store associates from workers focused on traditional merchandising and checkout tasks to true customer engagement specialists. Making this happen means equipping associates with tools built for highly personalised and mobile customer service. Zebra offers a complete portfolio of handheld mobile computers and enterprise tablets with functionality and security you cannot find in consumer devices.

The Building Blocks for Connected Associates

Retail Enterprise Mobility Devices

Handheld Mobile Computers

Zebra offers a wide range of handheld mobile touch-screen computer models to suit your specific retail needs. Zebra devices for Android™ function on the world's most popular mobile OS, so their user interface and operation are familiar and easy to use. Consumer smartphones just can't match their enterprise functionality and security.

- Diverse portfolio for different needs and budgets
- Wi-Fi, cellular and Bluetooth® wireless connectivity
- Integrated 1D/2D barcode scanning and the option to add high-performance RFID reading capabilities
- Reliable reception and clear audio anywhere in the store
- Enterprise PTT (Push-To-Talk) capability over Wi-Fi or cellular

Enterprise Tablets

Featuring user-driven design, Zebra tablets have consumer styling but are developed for the specific work needs of store associates. Their large screens and ergonomic features minimise fatigue during use. A guaranteed lifecycle reduces the total cost of ownership (TCO). And enterprise enhancements for Android include more robust security than consumer tablets can provide.

- Enterprise features like hot-swap batteries, charging cradles and hand straps
- Options like scanning and point of sale integration

Software and Services

Workforce Connect

Associates are more productive when they can use a single device to interact with both colleagues and shoppers. Zebra's Workforce Connect system consolidates multiple communications platforms in one device. With Workforce Connect, associates can communicate with staff using Push-to-Talk (PTT) or text messaging. Also, Voice over IP (VoIP) enables a mobile computer to make internal calls and receive calls from outside the store via a private branch exchange network.

Mobility DNA

Mobility DNA is an enterprise mobility software ecosystem that improves the performance of associates, store managers, IT staff and developers. Business tools sustain enterprise-wide connectivity and communications. Productivity tools enable enterprise applications that dramatically increase associates' efficiency, e.g., DataWedge, which sends scanned barcode and RFID data into any running application. Management tools centralise control of enterprise devices and bring real-time visibility into the enterprise.

Zebra OneCare

Get unmatched device support directly from the manufacturer with Zebra OneCare Support Services, which features support experts who speak 17 languages. Three service tiers—Essential, Select and Premier—are available to meet your unique store and enterprise needs. Depending on which tier you decide is best for your business, you'll enjoy support that ranges from service beyond the standard warranty, to more accessible live support and same-day replacement device shipping, to account-based service.

Designed to Work the Way Associates Work

When you sum up all the benefits of Zebra enterprise devices, it's clear that consumer devices aren't designed with nearly the focus on the way your associates like to work.

- More rugged while maintaining consumer smartphone-like looks
- Longer battery life with hot-swappable battery
- Android OS: The world's most popular mobile OS is familiar and customisable
- Supported by a large global retail application development community

Reinvent your operations by connecting your associates to people, assets and data in real time.
Visit **www.zebra.com/retail** to learn more.

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