HELPING HALLMARK BETTER SUPPORT ITS RETAIL PARTNERS

ARMED WITH 13,500 TC55s, HALLMARK TRANSFORMS ITS FIELD SERVICE OPERATIONS

SITUATION

Hallmark wanted to use mobile devices to better serve its retail customers and to improve the efficiency of its field service employees.

Every day, more than 13,000 Hallmark part-time employees — including 12,000 retail merchandisers and 1,500 territory supervisors/assistants — are in the field supporting Hallmark's retail partners. Until recently, communication with these employees was difficult and inconsistent. Hallmark relied primarily on full-time employees to pass on information. Hallmark knew it could improve productivity and customer service by providing its employees with a connected device that would enable more consistent, regular and secure communications.

SOLUTION

After examining the total cost of ownership for deploying consumer versus enterprise devices, Hallmark chose Motorola's TC55 Android™ ruggedized enterprise devices.

After reviewing many mobile options, Hallmark decided to deploy 13,500 Motorola TC55 Touch Computers, which offer enterprise-grade security, customization and management along with consumer-grade user-friendliness. The TC55 mobile devices feature the Android operating system with Extensions by Motorola Solutions (Mx) and offer an integrated scanner (complete with a physical scan button), a replaceable battery, a long lifecycle and many other benefits provided by rugged enterprise devices.

RESULT

Hallmark now enjoys the productivity benefits delivered by a user-friendly, application-rich device combined with the security and management benefits of an enterprise-optimized rugged device.

The TC55 devices boost productivity for retail merchandisers by allowing them to complete tasks more quickly and communicate with supervisors while in the field. Meanwhile, Hallmark experiences enhanced security and easier management of the TC55 devices, thanks to the Mx features that make these Android-based mobile devices truly enterprise-ready.

HOW HALLMARK ENSURES SUPERIOR CUSTOMER SERVICE IS IN THE CARDS

Hallmark was founded in 1910 when 18-year-old J.C. Hall arrived in Kansas City, Missouri, with two boxes of picture postcards under his arm. Since then, Hallmark has grown into a $4 billion company with greeting cards and other products sold in 40,000 retail stores across the U.S. — including top mass retailers and the network of Hallmark Gold Crown stores.

One key aspect of Hallmark's day-to-day operations involves managing its field service force consisting of more than 12,000 retail merchandisers. These part-time employees collectively complete about two million visits a year to more than 40,000 retail stores where Hallmark products are sold. Their mission? To deliver the absolute best customer service to Hallmark's retail partners.

These retail merchandisers spend their days ordering and stocking new products, straightening displays, monitoring inventory and setting up new promotions. During a season change out, like the Monday after Mother's Day, the retail merchandiser readies the store for the next holiday by swapping out the Mother's Day cards for Father's Day cards.

A few years ago, Hallmark began to look at mobile solutions that would allow the company to better optimize its field service operations. Specifically, Hallmark wanted to set up two-way communications, dynamically schedule work assignments and allow its retail merchandisers to complete key tasks such as ordering more inventory or getting a customer's questions answered while in the field.

WATCH THE VIDEO

Learn how Hallmark retail merchandisers use technology to keep retail partners' shelves stocked and ready for customers. Watch the video at **www.hallmark.com/careers/retail**

CONSUMER DEVICES FALL SHORT

Hallmark considered buying consumer devices. But consumer devices had one big drawback: They did not offer built-in scanners. So consumer devices would require Hallmark employees to use an add-on accessory called a "sled" to support barcode scanning in the field.

Hallmark knew that the two-piece solution would add more size and weight; would be slower and more cumbersome for barcode scanning; and would increase the complexity of managing the 13,500 devices it needed to support its field workers.

Hallmark also felt many of its 12,000 retail merchandisers would not embrace a bulky, two-piece scanner. That could lead to employee dissatisfaction, given that the retail merchandisers scan literally hundreds of cards each day. These scans allow them to quickly find a card's location in the display or to credit the retailer for an unsold card when swapping out displays.

"We do two million retail visits a year, and we do hundreds of product scans in each of those visits," says Joe Harmon, technology director, mass channel sales and service at Hallmark. "So an onboard scanner and a ruggedized device were two things that were critical for us."

FEATURES, FUNCTIONALITY AND FLEXIBILITY

They soon found the best solution in TC55 Android mobile devices with Mx Extensions by Motorola. With Mx, the standard Android operating system is fortified by adding a layer of features that make Android-based mobile devices truly enterprise-ready. Mx Extensions are pre-installed on Motorola Android devices to give enterprises more control by allowing them to enhance the security, usability and management of their mobile devices.

12,000
RETAIL MERCHANDISERS

29,000
RETAIL STORES

13,500
MOTOROLA TC55 DEVICES

"We didn't start off with the intention of using Android. In fact, we were concerned about using Android in the enterprise. A lot of companies were skeptical of Android back in 2012," says Harmon. "But we soon found out that even in today's bring-your-own-device market, no consumer device really supports the remote management and the security capabilities that you need at the enterprise level."

In contrast to consumer devices, Motorola's TC55 offered the best of both worlds – a consumer-friendly interface combined with a device optimized for enterprise use. Not only was the TC55 easy to use, it had the ability to support enhanced security, device management, application management and data capture capabilities.

The TC55 device offered Hallmark two additional key benefits as well: A five-year lifecycle and swappable batteries with a long battery life. The five-year lifecycle ensures that Hallmark will never have to support multiple versions of the same device, while the long-lasting, replaceable batteries ensure that Hallmark employees will never experience downtime due to a dead battery.

ENTERPRISE-OPTIMIZED DEVICES

"When we first began looking at this project, I would say that we somewhat overvalued the physical characteristics of the device," Harmon says. "We completely underesti-

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mated the value of being able to manage devices remotely, being able to control the software that is being pushed to these devices, and being able to customize features like security."

In fact, Motorola's technical team worked closely with Hallmark to use Mx to customize their TC55 mobile devices to support a number of specific, enterprise-level security and management features. Hallmark did not want retail merchandisers to use multiple email addresses on the device or to connect to other devices via the USB port. With the enterprise capabilities of Mx Extensions, Hallmark was able to quickly and easily disable both features and still allow employees to access their Hallmark email.

Thanks to Mx, Hallmark is also able to control other features such as the ability to lock the device and reset passwords remotely, as well as encrypt data and directories on the device.

And with Mx Extensions, Hallmark is in complete control of what security and operating system updates are pushed out, or not pushed out, unlike consumer devices.

"We've got 13,500 of these devices. After we ship them out, we don't want to see them again for five years," Harmon says. "We need to be able to do everything remotely over the air. We need to be able to push out applications, upgrade software and synchronize data without requiring any action by the employees."

Mx Extensions also allowed Hallmark to customize the home screens on the TC55 devices so users can only access Hallmark-approved apps, such as its online time-tracking system.

BUILDING A MORE ROBUST DEVICE

"We've leveraged the Mx Extensions feature set. We created a hardened device that is much more secure and robust than any Android device you'd pick up off the street," Harmon says. "We have been very pleased by our ability to secure and manage the Motorola mobile devices using the Mx add-on features for the Android operating system."

The Motorola TC55 mobile devices – which Hallmark has branded "CrownConnect" – also integrate easily with Hallmark's SAP retail execution application as well as with the custom SAP software used by Hallmark.

"Our partners at Motorola stepped up and solved a number of problems that others couldn't solve. Consumer device companies simply aren't interested in partnering with you to meet your specific objectives," said Harmon. "Picking the right partners was crucial to our success, and the willingness of everyone to work together has been critical to meeting our rollout schedule."

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WORKING TOWARD A
MORE EFFICIENT FUTURE

In the next few years, Hallmark plans to expand the use of the TC55 devices. Already, the company is creating training videos its employees can watch on the devices.

"A 40% employee turnover is not uncommon among retail merchandisers, and that means we're training thousands of new employees per year," says Harmon. "So anything that improves our ramp-up time and helps employees get up and running quickly increases our productivity."

Plus the ability of the TC55 to track geolocation data and other information gives Hallmark greater insight into day-to-day field operations, allowing more productivity enhancements in the years ahead.

Hallmark plans to use the geofencing capabilities of the Motorola TC55 devices to allow employees to check in when they enter a store, simplifying time tracking. It can also collect other information such as how long its retail merchandisers spend at each store, how quickly they move from location to location and exactly what tasks they complete.

This will help Hallmark better manage its workforce by allowing supervisors to dynamically send employees to retail locations based on need rather than according to preset schedules.

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To learn more about how the TC55 Touch Computer can help your retail business, visit **motorolasolutions.com/TC55**.

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