



4 Ways the Connected Associate Can Transform the Shopper Experience

We've got two in stock.

More sizes are available.

Yes, we offer free shipping.

I can discount it by 20%.

This one is better for your needs.

No problem, I'll special order it.



Empowering Associates with Mobile Enterprise Technology Transforms Retail

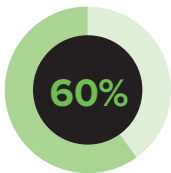
The retail shopper is changing rapidly. To keep up, so must the retail industry. The internet, online shopping, mobile communications, smartphones, tablets and more turning traditional shoppers into something else entirely: connected shoppers. Today's shoppers can now shop online, on either a computer or mobile device, as well as in brick-and-mortar stores. For retailers, the implications are huge.

In this complex new environment, there are two vital questions. First, as a retailer, how do you create differentiated value that will enable you to stand out from the crowd? Second, how can you strengthen customer relationships, build loyalty, increase sales and maximise profitability?

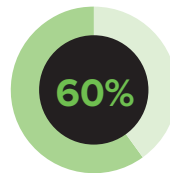
Connected Associates Provide Great Shopping Experiences

In the new world of retailing, the winners will be those who are able to create a smart, shopper friendly experience that's unique to their store and brand, and consistent at every shopper touch point.

Connecting store associates to more real-time data can give them new opportunities to ensure that shoppers get what they're looking for, when they're looking for it. That kind of positive shopping experience convinces shoppers to buy from you, not from your competitors.



60% of shoppers say store associates who assist them with mobile devices improve their shopping experience



60% of sales can be recovered by retailers who offer discounts and fulfillment options

©2018 Shopper Study, Zebra Technologies

Ways Connected Associates Transform the Experience

- 1 Enhance The Brand Experience**

Connected consumers are empowered to shop around. Enterprise mobility-equipped associates facilitate faster, easier shopping that breeds loyalty.
- 2 Enable Multiple Fulfillment Options**

To meet increasing shopper demands for flexible fulfillment, the associate needs to make use of all the inventory and every location they have available to them.
- 3 Prioritise Personalisation**

Converting "Big Data" to actionable data means providing associates with insight into shopper preferences, previous purchases and other important information to provide a personalised experience.
- 4 Maximise Store Efficiency**

Associates equipped with mobile devices make operations more efficient through improved visibility and communication—from anywhere in the store.



1

Enhance the Brand Experience

Connected consumers not only want instant shopping gratification—they are more likely to get instant gratification. Increasingly, they'll only make a trip to a store if they're reasonably certain that they can order what they need, even if they don't carry it home that day. A Zebra study found that 35% of shoppers purchase only the items they set out to buy before arriving at the store. That's probably because many shoppers think they are better connected than store associates.

Retailers are obligated to give store associates visibility into inventory across the entire supply chain to assure shoppers that they can find what they're looking for—and keep them from shopping around.

¹2018 Shopper Study, Zebra Technologies

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Offer Flexible Fulfillment Options

Traditionally, retailers managed each retail channel in its own isolated silo. One team managed in-store operations, another team managed online sales and yet another team managed mobile sales. All too often, the three channels did not coordinate or collaborate with one another. The lack of an integrated experience is frustrating for consumers and associates alike: About 1 in 3 shoppers say the main reason why they leave a store without the item they want is an inability to find an item on a shelf or display and 70% leave without finding the item they want.¹

Now, connected shoppers have a choice. They want to buy what they want, when and where they want it. They want to know whether a product is available regardless of its location and they want more choices in how they receive it — in-store, at home or at another collection point.

The new customer service challenge is not insurmountable: Retailers can recover 60% of sales by empowering the associate to offer discounts and fulfillment options.² The connected store associate can check inventory throughout the retailer's entire supply chain, on-the-spot at any time, and identify the right item for the shopper. They can also complete a purchase on-the-spot or have the item shipped to the shopper's home, another nearby store or other convenient pickup location.

¹2018 Shopper Study, Zebra Technologies
²Ibid





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Prioritise Personalisation

You can give shoppers a personalised experience by equipping and training associates to make the most out of their access to shopper data acquired through loyalty programmes and past purchase history. Associates with instant shopper data access make shoppers feel valued by applying discounts, making them aware of special promotions or informing them of loyalty point totals. Minimal time and effort can build a lot of goodwill.

Retailers want to collect “Big Data” from the many facets of store operations, but what they really need is a meaningful analysis of the data to determine how well their stores are operating. That means tracking and analysing the movement of merchandise, assets and shoppers and their devices throughout the store and acting on the information to optimise operations. Doing so ultimately improves profitability and customer satisfaction.

4

Maximise Store Efficiency

In the new on-demand retail environment, speed is paramount, yet shoppers also demand a personalised service. With greater store associate connectivity, the two objectives do not have to be mutually exclusive.

Associates equipped with enterprise mobile devices can check inventory and prices, scan coupons and communicate with the back of the store from the point of shopper interaction. The associate's ability to maximise their time in front of the shopper makes a difference: 60% of shoppers say that associates who use mobile devices for customer assistance improve their shopping experience.³

³ 2018 Shopper Study, Zebra Technologies





Zebra's Retail Solutions Empower Associates to Elevate the Brand Experience

A respected innovator and leader in retail technology, Zebra serves as a comprehensive provider of enterprise mobility solutions. These solutions facilitate better communication inside a single store, between store associates, between multiple stores and across channels, as well as between associates and shoppers. Serving the key role in the retail transformation, enterprise mobility-equipped store associates positively impact store operations on several levels.

Rapid, Accurate Fulfillment Builds Loyalty

Offering shoppers convenient fulfillment options such as click and collect, i.e. order online and pick up in the store, can build brand loyalty if executed effectively.

When the store associate receives the item in the store, they can use a handheld barcode scanner or a mobile computer to update store inventory instantaneously. RFID readers automate this process.

Positive Impacts on Operational Efficiency

Seamless connectivity between store associates and the entire supply chain as well as visibility into actionable information make store operations more efficient and shopper-friendly. Enterprise mobility can provide real-time visibility into store operations that gives store associates and managers proactive decision-making insight.

Retail Functionality Consumer Devices Can't Touch

Zebra's portfolio of enterprise devices is purpose-built for retail. From barcode and RFID scanners to mobile computers and printers, our solutions make retail operations better.

Mobility DNA and a comprehensive suite of customisable industry apps add enterprise-class manageability and security to the Android operating system. Zebra Mobility Extensions (Mx) comprise robust security, enterprise data capture support and business-class Wi-Fi connections.





Let Zebra Support Your Transformation

Empowering your store associates with mobile enterprise technology transforms them into front-line customer experience specialists. These investments also convert the store into an experiential, advice and fulfilment centre that offers consumers compelling reasons to visit. Zebra solutions empower the key player in this transformation — the store associate — by giving them tools they need to enhance brand experiences, fulfilment, personalisation, operational visibility and mobility.

For more information on how to transform the customer experience,
VISIT [ZEBRA.COM/RETAIL](https://www.zebra.com/retail)



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