

The Changing Face of Retail

Harness the power of mobile technology for your business

Mobile registers, contactless payments, and real-time inventory checks are the reality in the digitally-fueled world of retail. Customers' expectations for seamless shopping dictate today's trends.

Give your customers the convenience and digital experiences they expect, both online and in the store. As [Zebra's 2020 Shopper Study](#) shows, equipping associates with mobile technology helps to build customer loyalty with better interactions, provides associates meaningful decision data in real time, and creates instant communication between associates to help customers--and your business-- to be better, smarter, faster.

The power of personalization

Customers expect a seamless retail experience. Sure, they may have already explored online but in a store, they want human contact backed by the service that mobile technology provides.

While customers appreciate the personal touch of an associate's assistance, they bring their expectations built online--and their smartphones--into stores with them. And they expect associates to have as much, if not more knowledge, and technology available to them.

In store shoppers say...

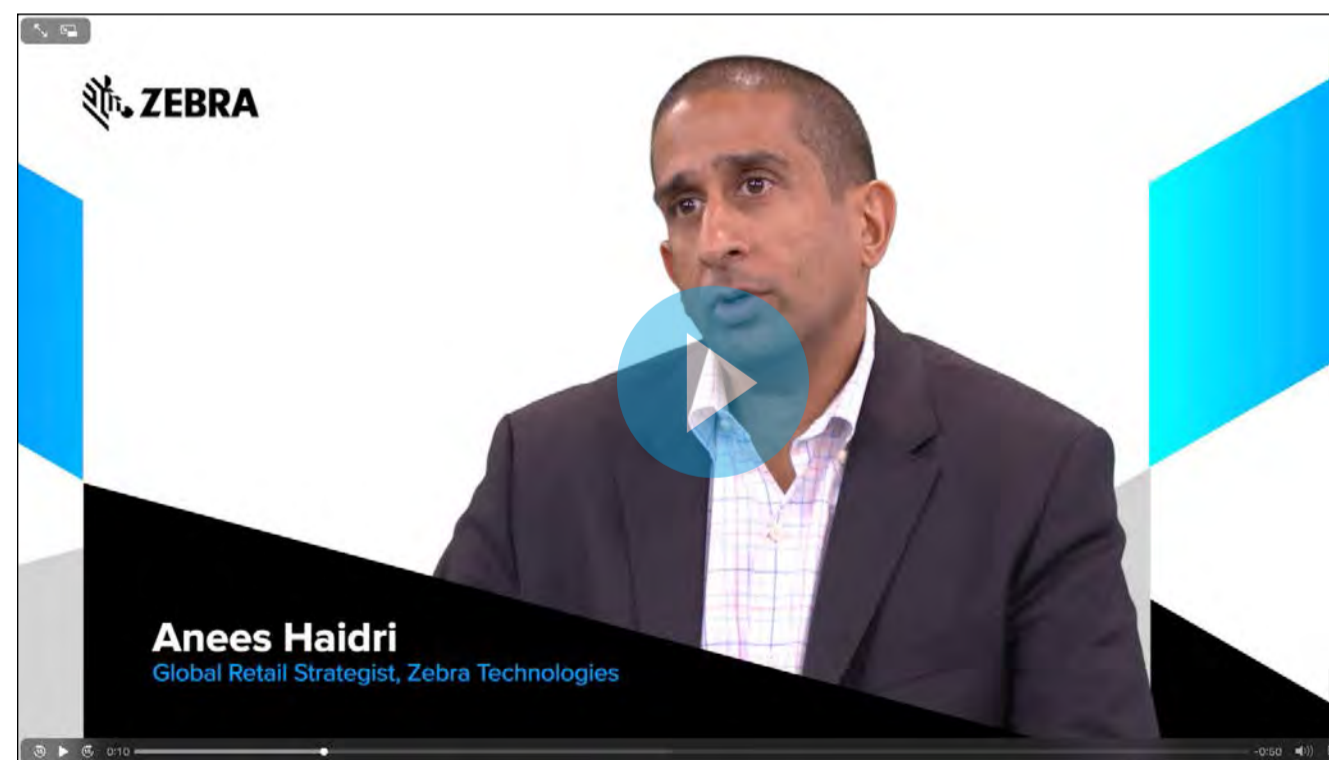
59% have better experiences when associates use the latest technology¹.

57% prefer sales associates find the latest information for them¹.

52% report having better access to information than store associates¹.

Closing the gap between customers and associates is where mobile technology shines. By merging elements of the in-store experience with the information provided online, mobile technology delivers the experience your customers expect while providing the edge you need to stay ahead.

A smart retail ecosystem supports mobility and a better customer experience. [View video and learn more.](#)



[Blog: Consumers still want to browse—and buy—in store](#)



¹Source: 1. Zebra 2020 Shopper Study

Building a better experience

The trend to using technology in stores resonates with today's connected customers. Adding modern mobile technology to your stores can help you elevate the experience for customers, optimize your inventory and build an overall smarter retail operation, harnessing the power of your retail edge.

Both retail associates and shoppers agree that handheld mobile computers would provide a better [in store experience](#):

Shoppers	Associates
Mobile Technology	
58%	73%
Handheld mobile computers with scanners	
65%	77%

Source: 2020 Shopper Study

Put performance in associates' hands and enable them to keep customers coming back again and again. Mobile technology not only delivers with point of sale solutions and personal shopping devices, it puts meaningful decision data in associates' hands so they can help customers with anything from item inventory and price to location, ratings and more right from an aisle, display or checkout.



[Blog: Want to boost your bottom line? Invest more in your front line.](#)

In, out and away

When customers engage with you in your store, they want to get in fast, find what they're looking for fast, and get out fast. Mobile solutions deliver the experience customers want, building loyalty and empowering associates to provide a higher level of customer service. No long lines or cluttered lanes--customers can checkout anywhere in the store, giving customers the value and convenience expected.

Advantages of Mobile Technology

 Inspire Loyalty	Create customer relationships built on ease, convenience and communication--and keep customers coming back
 Pay Anywhere, Anyway	Make it easy to check out in any spot, on-the-spot
 Bust Lines	Eliminate customer wait times with free-roaming checkouts, benefiting your customers—and your business
 Cut Costs	Do more with less—operate with fewer associates but equip them with more information at their fingertips
 Empower Associates	Grow associates' knowledge on every aspect in-front and back-of-store, and build a smarter operation

Benefits Beyond the Checkout Lane

You're already able to provide the personalized experience customers seek when they're in your store. When you add mobile technology—from the first point of contact to check-out—everything is enhanced.

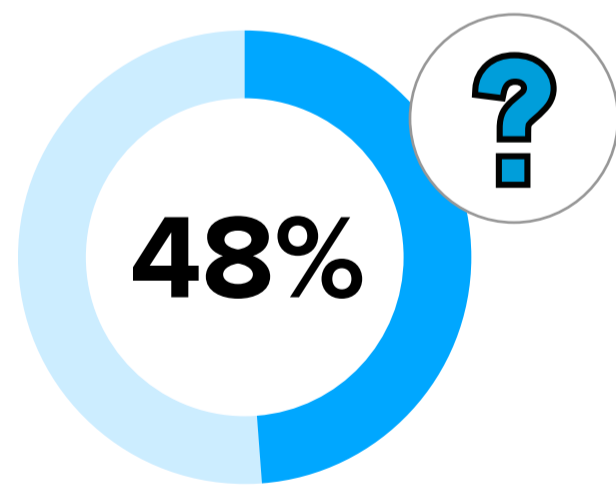
Connected accessibility

The many benefits of adopting a mobile system are usually highlighted by its physical flexibility – but connecting associates to each other and to the business is at the core of its true power.

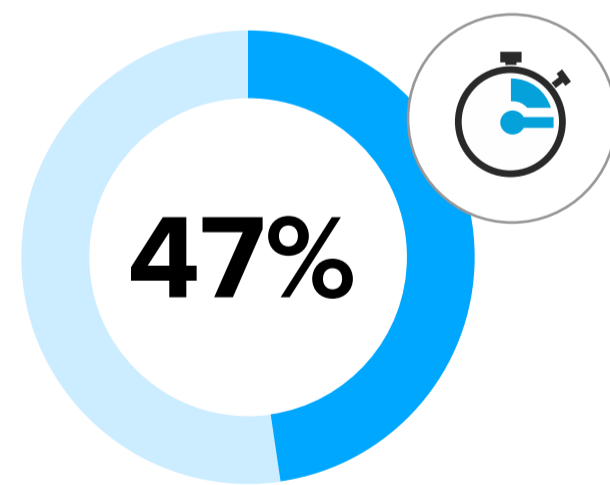
When over half of shoppers believe they can find information faster on their smartphone than asking a store associate for help, there's an opportunity for associates. Giving your teams access to everything – from inventory, to employee availability, to business updates – sets them up to work better together, serving each and every customer.

With the ability to communicate instantly with each other, associates are able to help customers on-the-spot, answering questions or helping customers in another part of their experience, such as getting an associate to bring an item from stock right to the customer.

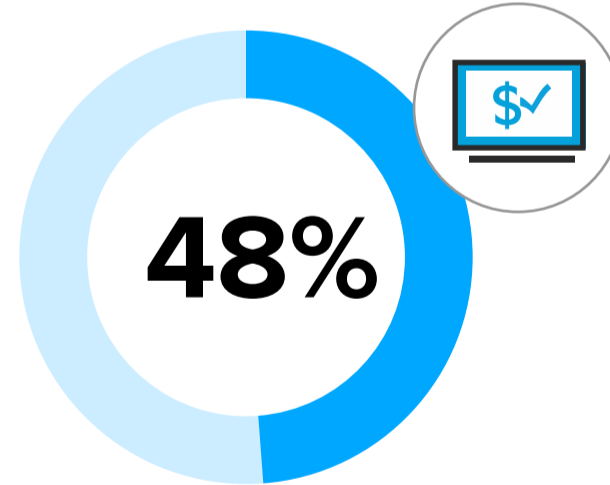
Mobile devices help associates elevate the customer experience by enabling them to:



Answer questions



Save customer time

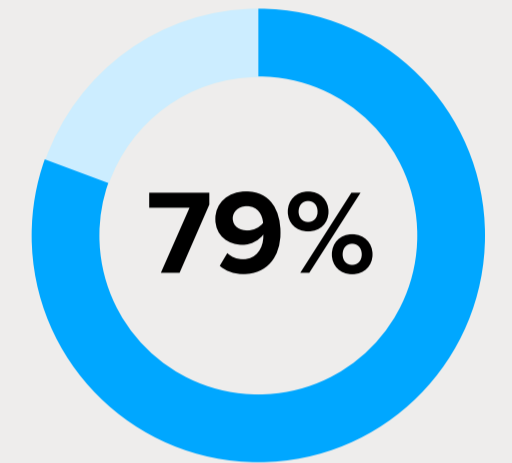


Find correct prices

Source: 2020 Shopper Study



[Blog: Simple ways to connect to colleagues and improve team collaboration in your retail stores](#)



Associates agree improving in store communication between staff and managers would improve customer satisfaction.

Mobile technology solutions offer associates better information in real-time, helping them with everything from assisted selling to managing returns. These solutions also provide advancements in co-worker communication and the omni-channel experience to task and price management. Mobile technology helps businesses harness the power of their retail edge with quick, accurate, and insightful data.

Building a Smarter Operation – Where to Start

You understand mobile technology can help you gain your operational edge. You can improve customer experience, operational efficiency and inventory optimization by utilizing its power to provide instant assistance, communication and actionable data. Although there are multiple elements to consider, once the right system is in place it is easily adaptable to various environments and teams of any size.

When implementing mobile solutions, consider:

1. How many mobile devices will be required?
2. What information will associates have access to?
3. What applications are needed on each device to solve your issues?



- **Mobile Computers Front and Back of Store**

Empower workers to relay real-time information to shoppers in the aisles and on the fly. Access inventory in-store and at separate locations, plus ensure rapid returns and seamless fulfillment.

- **Mobile Computers with RFID Functions**

Leverage RFID mobile location awareness to improve workflows, boost stocking efficiencies, and gain valuable insight through business analytics.

- **Mobile Data Capture Devices**

Ensure speedy receiving of deliveries, precise put-away and real-time inventory accuracy. Quickly and correctly capture inventory with scanners and mobile computers that properly populate green screens and are easily paired.

- **Mobile Printing**

Print labels and receipts anywhere, anytime with ease. Harness the power of the industry's only mobile printers that offer RFID printing/encoding. Track assets and print on-the-go to ramp up productivity and enhance the customer experience.



Complement Your Current Solutions with a Trusted Original Equipment Manufacturer (OEM) Partner

When looking to enhance your existing technology solutions, consider an OEM solution. Zebra offers industry leading OEM tools to meet operational demands while satisfying customer needs, including:

- Location solutions
- Self-service solutions
- Point-of-sale solutions
- Staff communications
- Card printing solutions
- Device management tools



[Blog: Have plans to develop a new point-of-sale \(POS\) technology solution? Read this.](#)

Today's customers are savvier than ever, and whether they're shopping online or in-store, they expect convenience. The only way to keep up with the changing face of retail is through mobile technology. Empower associates to do more on the move with mobile devices that ensure faster, smarter shopping experiences.

Learn more about mobility. Visit www.zebra.com/retail

