



Let Zebra Help You Connect with the New Retail Customer



The Internet, online shopping and mobile communications have turned traditional retail customers into something new: **connected customers**.

What's so new about them? Today's new connected customers can now do their shopping online and on their mobile devices as well as in your store, and that's changing the retail landscape dramatically. It also presents retailers with a formidable challenge: how do you keep your new connected customers happy and coming back to your store again and again?

As much as retailing and retail customers are changing, there's one thing that hasn't changed. To keep your customers satisfied and earn their loyalty, you have to give them what they want. What connected customers don't want is to find different messages, different prices and different products online, on mobile devices and in your store. What they do want is consistency; they want to deal with "one store" and have "one experience." That places a premium on providing consistent messaging, customer service, pricing and availability across every customer touch point.

90%

of unhappy customers won't return to your store

Source: Lee Resources, Inc.

41%

of shoppers agree they have a better experience in stores where the sales associates use the latest technology to assist customers

Source: Zebra 2015 Global Shopper Survey

ONE STORE, ONE EXPERIENCE

At Zebra, we're using our technology innovation and retail expertise to help retailers across the world build continual customer satisfaction. We offer cutting-edge products, services and solutions designed to help you provide the seamless, consistent customer interaction that helps you create leverageable differentiation and competitive advantage in five crucial ways:

- Brand Experience
- Store Mobility
- Big Data
- Delivery
- Loyalty

Five Ways of Earning Your Connected Customers' Loyalty



FOR MORE DETAILS ON ONE STORE, ONE EXPERIENCE AND ZEBRA'S COMPREHENSIVE PORTFOLIO OF RETAIL PRODUCTS, SERVICES AND SOLUTIONS VISIT WWW.ZEBRA.COM/RETAIL

ZEBRA'S COMPREHENSIVE PORTFOLIO OF RETAIL SOLUTIONS

MOBILE COMPUTING | WIRELESS LAN | DATA CAPTURE | RFID SOLUTIONS | THERMAL PRINTING



NA and Corporate Headquarters
+1 800 423 0442
inquiry4@zebra.com

Asia-Pacific Headquarters
+65 6858 0722
contact.apac@zebra.com

EMEA Headquarters
zebra.com/locations
mseurope@zebra.com

Latin America Headquarters
+1 847 955 2283
la.contactme@zebra.com