

# The Modern Store by Zebra

## Transform Workers into Engaged Associates

Employee retention and engagement are critical to your success. At Zebra, we understand the intricacies of empowering associates.

Let us guide your modernization journey as you ensure all your associates are as productive, empowered and engaged as possible.

Unlock **15 hours** of  
store productivity  
per week

Achieve **95%**  
on-time task  
completion

Increase  
time spent with  
customers by **20%**

Note: Actual performance may vary depending on, among other things, store environment, product mix and process adherence.



# It Starts with Your Associates

Creating engaged associates is top of mind for retailers like you who are building a smart retail operation even as they contend with global challenges:

Shoppers  
crave personal  
interactions

76%

of shoppers want to be able to personally interact with associates while shopping in stores

Associates  
build stronger  
connections

86%

of associates agree when they know a customer's personal information preferences, it's easier to build a strong connection

But the right tools  
make associates  
feel valued

87%

of retail associates feel more valued by their employer when they provide technology tools that help them work

Source: 17th Annual Global Shopper Study, Zebra Technologies, 2024.

**Using Zebra's Modern Store framework**, you can tackle these challenges head-on, transforming store associates into knowledgeable, engaged and empowered team players who do their best work and deliver a quality in-store experience for customers.



# The Capabilities You Need to Engage Your Associates

Only Zebra can help you strategize and carry out your plans to keep your associates happy, loyal and focused on customers. Our Modern Store framework highlights three key capabilities that create engaged retail associates.

## 1 Optimize Workforce Management

- Leverage AI to generate predictive workload forecasts for optimal scheduling
- Automate schedule swaps and call outs with self-service
- Optimize schedules to employee preferences and skills

### The Benefits

- Meet next-gen expectations for work-life balance
- Free time for customers
- Control labor costs with less over or under staffing

With Zebra's Workcloud Solutions, **Blain's Farm & Fleet** improved productivity metrics and reduced work hours by **7%**

## 2 Streamline Task Management

- Improve team efficiency by prioritizing tasks in real time
- Optimize employee productivity and improve task execution
- Simplify and streamline store workflows

### The Benefits

- Increase associate efficiency
- Enhance visibility into job status rates to manage by exception
- Optimize store operations

**Vera Bradley** achieved **15 hrs/week** increase in productivity

## 3 Advance Communication and Collaboration

- Equip every employee with a connected device, from tablets to handhelds to hands-free wearables
- Enable seamless transition between mobile and desktop devices
- Communicate effectively with precise targeting by role, hierarchy or location

### The Benefits

- Deliver better customer experiences
- Instantly connect teams and open more opportunities for collaboration
- Communicate effectively and eliminate confusion

**Lowe's** saw a **20% increase** in time spent with customers

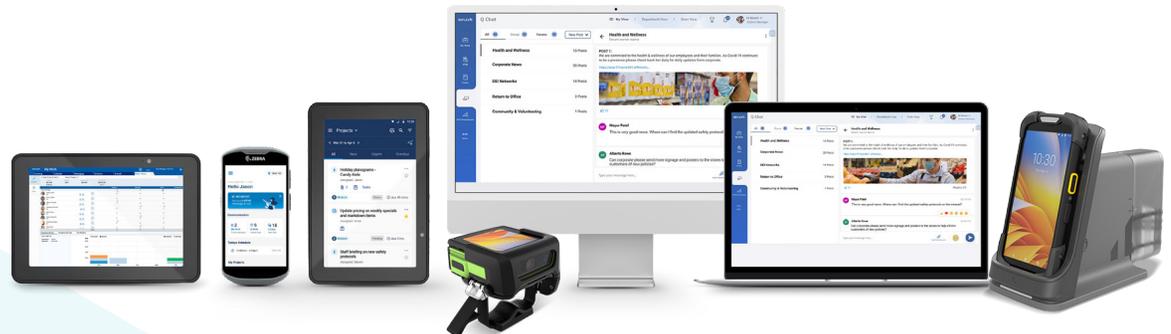
Note: Actual performance may vary depending on, among other things, store environment, product mix and process adherence.

## Zebra Offerings

Workcloud Task Management	Workcloud Timekeeping	Mobile Computers	Workstation Connect
Workcloud Scheduling	Workcloud Communication	Tablets	Wearable Solutions

## Our Partners' Offerings

Learn more about how Zebra and our ecosystem of partners can help you implement comprehensive solutions to engage in-store associates by clicking [here](#).



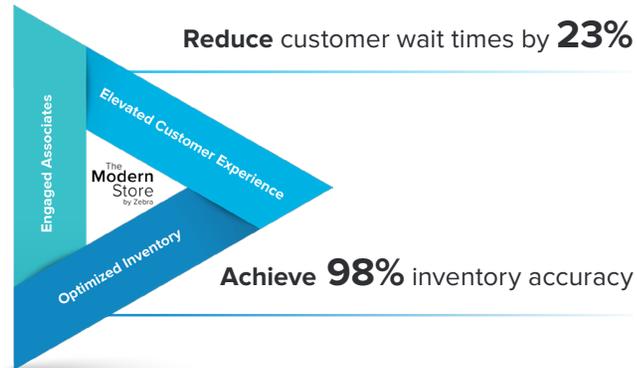
# Empower and Engage Your Associates

Meet your goals for your associates with Zebra's visionary Modern Store framework, built to help you empower and engage your most valuable investment and the face of your operation.

Benefit from our robust services offerings, including strategic assessments, solution advisory, implementation and design, and optimized configuration to help you drive success.

When your associates are happy, so are your customers. It's a win-win.

## Don't Miss the Other Modern Store Outcomes:



Note: Actual performance may vary depending on, among other things, store environment, product mix and process adherence.

## Let's Engage Your Associates and Build Your Modern Store, Together. Are You Ready?

Contact Zebra to get started  
[zebra.com/the-modern-store](https://zebra.com/the-modern-store)

## Customer Spotlight

# LIVING SPACES

We eliminated scheduling inefficiencies by over **20%** with Zebra's Workcloud Scheduling. Now we always have the right people in the right place at the right time

**Gregory Venne**  
Process Optimization Manager  
Living Spaces



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