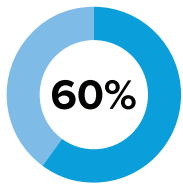


# Give Associates Exclusive Insight that Enhances the Shoppers Experience

Today's connected shopper has more choices than ever. To enhance their shopping experiences, offer them unique value they won't find on their smartphones.



## Add Value with Associate Connectivity

More than half of shoppers say that store associates who assist them with mobile devices improve their overall shopping experience.



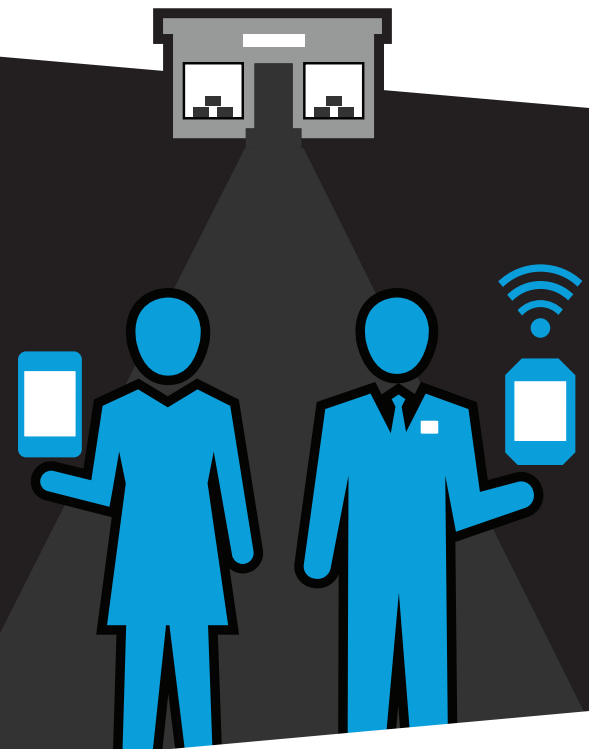
## Transform the Associate's Role with Mobile Technology

Associates with mobile technology can access non-public, retailer-exclusive information, and make helpful recommendations, increasing store revenue and profit.

## How the Transformation Improves Store Performance

Transforming the associate's role transforms retail in four ways.

- 1 Enhanced Brand Experience**  
Faster, easier shopping.
- 2 Personalisation**  
Access to shopper preferences.
- 3 Fulfilment Options**  
Any item, available at any time and place.
- 4 Greater Store Efficiency**  
More efficient store operations.



[DOWNLOAD THE E-BOOK](#)



ZEBRA and the stylized Zebra head are trademarks of ZIH Corp., registered in many jurisdictions worldwide. All other trademarks are the property of their respective owners. ©2018 ZIH Corp. and/or its affiliates. All rights reserved.