HELP YOUR TABLET AND SMARTPHONE USERS BOOST EFFICIENCY AND DELIVER BETTER CUSTOMER SERVICE WITH ENTERPRISE-CLASS BAR CODE SCANNING

Field Sales/Field Service

THE BUSINESS CHALLENGE: THE IMPACT OF USING THE CONSUMER-CLASS BAR CODE SCANNING CAPABILITIES IN TABLET AND SMARTPHONES

The success of your field sales and service teams depends heavily on two things:

- The delivery of superior customer service — which has become a key differentiator.

- Workforce efficiency, which helps reduce the cost of doing business and increase profitability.

Bar code scanning can play a key role in achieving these initiatives, significantly reducing cycle times and ensuring task accuracy in key areas where your workforce touches your customers: repair, route accounting and merchandising. But if the mobile device of choice for these workers is a tablet or smartphone, the lack of enterprise-class bar code scanning will actually decrease productivity and increase the opportunity for errors, increasing service turnaround times and decreasing order accuracy and even profitability.

Why? Because the embedded scanning capability of today's tablets and smartphones is suitable only for occasional bar code scanning — not for the scan intensive tasks required in the business world. While it's true that the integrated consumer-grade camera can scan bar codes, the camera is not specifically designed for bar code scanning. As a result, bar code capture is slow and damaged, poorly printed, scratched or dirty bar codes cannot be captured, forcing workers to manually enter the bar code information. In addition, the physical design of tablets does not lend itself to easy or comfortable scanning — it is difficult and time consuming to physically position the table to capture a bar code. The result? More errors and a less productive workforce.

THE SOLUTION:

Instantly add enterprise-class bar code scanning to tablets, smartphones and more with the cost-effective durable Zebra CS4070
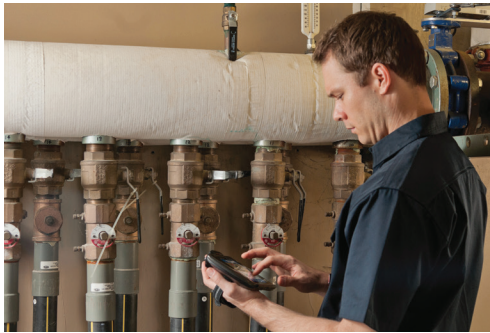

The Bluetooth Zebra CS4070 Companion Scanner is the easy way to add advanced enterprise-class scanning to any device that utilizes a consumer-grade camera for scanning. Paired with Apple, Android and Windows based tablets, smartphones and more, you get the perfect blend of business features:

- **Our most advanced bar code scanning technology.** Enables the first-time every time capture of virtually any bar code, regardless of whether it is displayed on a screen or printed on a label — or whether it is damaged, scratched, dirty or poorly printed.

- **Superior ergonomics for superior comfort and ease-of-use.** When it comes to comfort, our award-winning industrial design team delivers. The small and light CS4070 fits naturally in the right or left hand, regardless of hand size; and offers well-placed buttons that minimize finger movement to maximize comfort in the most scan intensive tasks.

- **Real business durability.** When it comes to durability, the CS4070 stands out in its class with four enterprise-class specifications that are crucial for reliable operation inside and outside the four walls:

  – a 5 ft./1.5 m drop spec

  – the ability to survive 500 consecutive tumbles (1,000 consecutive hits) from 1.64 ft./0.5 m

  – IP42 sealing for dust and water resistance

  – a scan button that keeps working, even after more than a million presses

- **True point and shoot simplicity.** An extraordinary scanning range combines with omnidirectional scanning to make the capture of bar codes easy and intuitive.

- **Power your users can count on.** The battery holds power for 12-hour shift, is user-replaceable, and includes an LED indicator that lets users know when to change the battery.

- **One step pairing.** A dedicated pairing button allows users to pair the CS4070 with their Bluetooth-enabled mobile device with the single press of a button.

- **Real-time and batch mode in a single device.** You can start using the CS4070 right now, regardless of the type of apps you use today or whether your users are online or offline.

THE APPLICATIONS:

How your field sales/field service operations will benefit from enterprise-class bar code scanning

Repair

Your repair workforce spends the day in front of one of your most valuable assets — your customers. Enterprise class bar code scanning helps them make the most of every visit. Repair technicians are more efficient. First time-to-fix rates are higher. All costs are accurately captured. And customer satisfaction and safety is improved.

TECHNICIANS CAN NOW...	BENEFIT
Scan the bar code on the asset upon arrival to ensure accurate identification	Ensures that the right parts are utilized
	Ensures the warranty and service level agreement (SLA) information is accurate for proper charging
	Can provide instant access to a list of products that the customer may be interested in purchasing — from a service contract extension to a new accessory for their equipment — helping turn this typical cost center into a profit center
Scan the bar code on a defective part to ensure the right part is ordered	Improves time-to-fix by eliminating the opportunity for one of the most common service-related complaints — the receipt of the wrong part, multiple times
Scan the bar code on parts as they are used	Ensures accurate capture of charges, preventing lost revenue
	Enables rapid location of defective parts in customer equipment in the event of a recall, helping protect customer safety
Scan the bar code on parts in the truck at the start of the day, as they are used and parts in the truck at the end of the day	Provides real-time inventory visibility, increasing inventory turns and reducing inventory costs, as well as helping prevent out-of-stocks that can result in a long wait time for a repair appointment — and a lost customer

Route Accounting

The efficiency of your route drivers is directly related to customer satisfaction and the cost of your field operations. With enterprise-class bar code scanning, your drivers are no longer bogged down with time-consuming paperwork. Orders are delivered on time with the right products. Cash flow and consumer safety are improved and workforce utilization is increased — drivers can make more stops and more sales per day.

ROUTE DRIVERS CAN NOW...	BENEFIT
Scan the bar codes on the remaining items on the shelves	Enables instant creation of an accurate order
Scan the bar codes on inventory as it is pulled from the truck	Ensures the delivery of the right items
Scan the bar codes on any returns	Enables the instant creation of a complete invoice that lists new charges and returns credits, reducing billing cycle times and improving cash flow
Scan the bar code on inventory in the truck at the start and end of the day	Provides real-time inventory visibility, increasing inventory turns and reducing inventory costs, as well as helping ensure that the right items are in the truck to prevent out-of-stocks and delivery delays that can result in a lost customer
	Ensures the easy and cost-effective location of any items that have been recalled, helping your customers protect the safety of their customers

Merchandising

In-store promotional programs are a large percentage of marketing budgets for both manufacturers and retailers. You need accurate real-time information to maximize the success of your promotions. With enterprise-class bar code scanning, your merchandisers can collect more information — including competitive data — faster and more accurately. The merchandiser workforce is more efficient, able to visit more stores per day. Costly out-of-stocks are prevented, protecting sales. And information is visible faster, allowing you to respond faster to correct poor in-store execution.

MERCHANDISERS CAN NOW...	BENEFIT
Scan the bar codes of all items on the shelves	Provides real-time visibility into product demand and the success of the promotion to date; instantly provides quantities for restocking
Scan the bar codes on re-stocking inventory	Ensures every display is properly stocked with the right amount of product
Scan the bar codes on any returns of damaged or expired product	Enables rapid and accurate processing of returns
Scan the bar codes on competitor products	Enables rapid collection of competitive information to assist in better promotion planning

Help your field workforce maximize productivity and deliver superior customer service —

WITH THE CS4070

The perfect companion scanner for your tablets and smartphones

FOR MORE INFORMATION, VISIT WWW.ZEBRA.COM/CS4070 OR ACCESS OUR GLOBAL CONTACT DIRECTORY AT WWW.ZEBRA.COM/CONTACT

Easily add advanced enterprise-class scanning to tablets, smartphones and any other devices that utilize a consumer-grade camera for scanning with...

THE BLUETOOTH ZEBRA CS4070

The little device with big business scanning functionality.