

# MAKING THE SALE **MOBILE**

## EMPOWER ASSOCIATES TO IMPROVE THE RETAIL CUSTOMER EXPERIENCE WITH MPOS SOLUTIONS

For the mobile minded, shopping has taken on a whole new meaning. Today, it can happen anywhere at any time. And in this digital, all access age, shoppers expect more from the retailers they frequent – both in-store and online – and the associates that assist them. Those expectations are leading to a steady revolution of the retail shopping experience.

Building a stronger, more personal relationship with technology savvy customers will ultimately drive sales and loyalty, but takes the right investments to accomplish. Creating an exceptional customer experience is more important than ever. To stay in the game, you need to step up your digital toolkit and mobile Point-of-Sale solutions (mPOS) can help.

### Today, shopping can happen anywhere



# THE TRENDS RESHAPING RETAIL

Today, channel surfing has a whole new meaning. Before customers reach for their wallet to make a purchase, they've already accessed retail websites, social networks and online product reviews to get information and validate their decision. A task made ever so convenient via the smart mobile technology that goes wherever they do. This fundamental change in shopping behavior has left retailers scrambling to keep up with mobile demands. Developing a solid omni-channel strategy is critical to engaging the mobile minded, and ultimately, increasing sales, delivering more responsive customer service and building brand loyalty.

New channels are creating a wide range of customer touchpoints – stores, outlet locations, mobile e-commerce sites, social media commerce, catalogs and short-term “pop-up” locations. Omni-channel retailing today is about an end-to-end customer experience that could really begin anywhere – in the store, on a smartphone or on the store's e-commerce site.

Keeping up with better informed and connected customers is a challenge for retailers looking to increase productivity and accomplish more with smaller staffs. Arming them with mobile solutions will help them find information fast, assist customers more readily, and stay on task. They'll be better informed and able to focus more on giving your customers an exceptional level of service.

## The benefits of MPOS

- **Deliver More Personalized Service:** Associates will build stronger relationships with customers, improving customer loyalty and increasing sales.
- **Improve Customer Convenience:** Give your customers the freedom and flexibility to use whatever card or payment method they want from anywhere in your store.
- **Eliminate Waiting Time:** Get customers in and out of the store as quickly as possible to avoid frustration and abandoned sales.
- **Reduce the Cost per POS:** mPOS solutions are more cost-effective than traditional POS, no registers, checkout stands or wiring required.

# A MORE PERSONAL, PROFITABLE TOUCH

Every square foot of space in the retail environment has a dollar amount associated with it. Taking advantage of mPOS technologies allows retailers to minimize the use of fixed POS solutions, freeing up valuable space for more merchandise and allowing greater interaction with customers. Current mPOS solutions come in a variety of forms and with several options. The latest combine scanning, signature capture and device payment technology, empowering sales associates to engage directly with customers and meet their increasing demands. A growing number of retailers like Home Depot and Nordstrom are taking advantage of this new tool, arming sales associates with handheld devices to provide increased coverage and line busting on the store floor.

The new level of responsiveness these solutions deliver makes the shopping experience more personal and interactive – two important elements in building brand loyalty. By eliminating the walk to the register, mPOS solutions can save sales. According to our 2011 Holiday Shopping Survey, 33 percent of store visits ended in shoppers leaving without purchasing everything they wanted. This resulted in an average loss of \$125 per customer walk-out. Allowing an associate to stay by a customer's side and answer questions, order out-of-stock merchandise for direct delivery and reinforce their purchasing decision increases the likelihood of closing that sale.

## Improving the sales experience



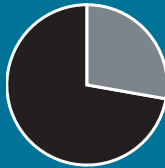
## MOBILE POS MEANS BUSINESS

12.4%



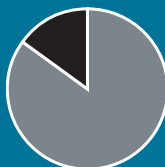
Mobile pos will cannibalize 12.4 Percent of traditional pos shipments in north america by 2016

28.0%



Nearly 28 percent of retailers plan to adopt mobile POS by the end of 2013

85.0%



More than 85 percent of larger retailers say that in the next three years, mobile POS will serve as additional transaction points in their stores

Source: IHL Group Study, "Mobile POS: Hype to Reality, 2013"

## INVESTING IN THE RIGHT FOUNDATION

So, how do you make mobile POS a reality? What key components are required? Start by evaluating the customer experience you provide. Do you offer a loyalty app that allows you to personalize both a customer's online and in-store experience? Does your network provide enough bandwidth to allow both customers and employees to easily and securely connect to Wi-Fi? Can associates collaborate and access inventory levels, even trigger re-order tasks if stock is running low? Take customer payments from anywhere?

Today's mobile POS solutions provide greater operational flexibility. Associates can handle more tasks, manage purchasing transactions from anywhere in the store and allow you to better understand customer wants and needs and how to meet them more effectively. To delight customers, you need to invest in end-to-end solutions that use purpose-built devices to support mobile payment, voice communications, scanning and inventory management over a secure, robust wireless infrastructure.

### Complete a sale from anywhere in the store

Today's mobile payment technology lets customers bypass the traditional check-out lanes and pay for merchandise from any location in the store. Mobile POS delivers new conveniences that improve the quality and speed of service. With a mobile computer, like the MC40

with its integrated magnetic stripe reader, associates can scan a credit, gift or loyalty card from the sales floor. Card information is encrypted and sent over the wireless LAN (WLAN) for instant processing and authorization. A portable printer prints out a final receipt right on the spot or customers can opt for an email receipt. It also allows them to offer and redeem instant coupons based on stored customer preferences.



### Better connected customers = Higher expectations

- 61 percent of shoppers believe they are better connected than store staff.
- 48 percent of shoppers reported that helpful store associates motivated them to spend more.

– Zebra Shopper Study

## WHAT YOU NEED TO KNOW TO MAKE MPOS A REALITY

Implementing mPOS solutions does require some planning. To start, you will need to thoroughly evaluate your existing wireless infrastructure capabilities to determine if additional bandwidth is needed to support the solution. Having the proper security measures in place to protect financial and customer data and manage all deployed devices is also a critical consideration. Others include:

- Managing compliance with all PCI requirements
- Determining the right type and number of devices to be deployed – single users or shared devices?
- Determining what type of applications need to coexist on devices
- Managing those devices – Break-fix service, software updates, implementing plans to mitigate lost or stolen devices, monitoring battery life and allowing for real-time battery change
- Facilitating convenient customer checkout in-store – how do you bag items? Type of technology used: magnetic stripe, chip and pin, credit, debit – secure, private – separate keypad?
- Managing cash purchases – how to handle accountability issues with associates sharing devices
- Identifying the right number of associates needed on the floor and what level of access they require

### Level the playing field between customers and associates

Customers come into your store today armed with more information than ever before. And if they ask an associate a question he or she can't answer, the process of finding the right person to help can be frustrating. Using the Zebra Mobile Workforce Management solution, your associates can collaborate with each other in real-time to share knowledge and provide an immediate response to a customer question. As a result, the most appropriate associate can help that customer, no matter where the associate is in the store, and without leaving the customer's side. Having this capability also provides valuable on-the-job training. The benefit? You'll have fewer associates giving the wrong answers to customers, and raise the bar for every associate to strive to be their best.

### More efficient task management

A tough economy and fewer resources mean many retailers are challenged to do more with less. A robust workforce management platform allows you to do just that. With it, you can manage and control the activities of all associates, no matter their location. You can push tasks to each associate instantly through their mobile device, monitor their progress and reprioritize tasks as needed. The same system gives associates access to information, tasks, and the best advice, tools and processes to help them manage customer needs and do their job.

Using multi-function devices allows associates to do more from any location in the store, so the actual number of devices required to purchase and manage in the store is reduced. The number of devices workers need to carry and manage is reduced as well, allowing you to more rapidly achieve a return on investment.

### MOBILE POS BY THE NUMBERS

Gartner forecasts the total dollar volume of mobile payment transactions will reach \$617 billion by 2016<sup>1</sup>



### Keeping inventory in check

Maintaining a well-stocked storeroom can prove challenging at a time when online shopping is so popular with customers. But when they do decide to come in, they still expect to find the product they want or need. This remains one of the biggest advantages you have over online shopping: the ability for a customer to walk in and take home the product they want – today.

What if your associates had full visibility to your inventory and online presence at their fingertips? Imagine how much that could improve the customer experience. All too often, associates on the selling floor can't

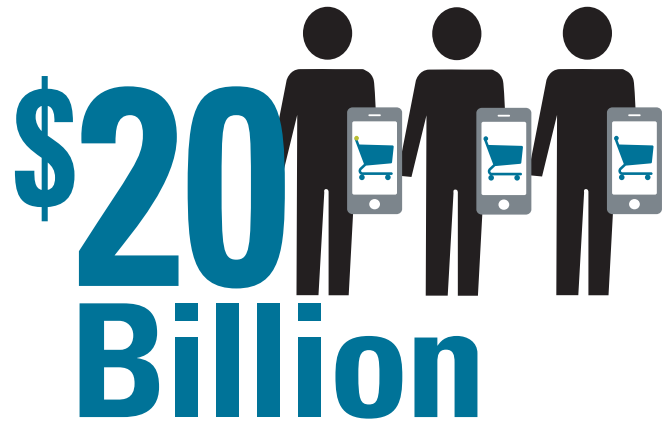
accurately tell the customer what is in stock – either on the shelves, in the stockroom, or at another store. Armed with a handheld device and our Mobile Workforce Management solution, each associate can check inventory in real-time, leverage upsell opportunities and increase total sales. Most importantly, it ensures they deliver a responsive, positive experience for customers.

## Wireless Connectivity Required

Mobilizing your customer channels begins with a reliable connection: WiFi. Offering guest WiFi gives you the bandwidth to leverage QR codes, offer electronic coupons, support loyalty applications and accept mobile payments. That same reliable, secure wireless network makes it possible for associates to be mobile and stay connected using purpose-built handheld devices.

The growing need to stream video to kiosks and signage, complete mobile transactions and open network access to shoppers places an increased demand on the capabilities, architecture and security of these networks. Smart investment here will ensure the bandwidth necessary to scale with increasing network demand. But that's not all. It will also deliver an effective way to track customer usage, providing a window into their habits – how they are connecting to the network, the type of products they are buying, etc.

## MOBILE POS BY THE NUMBERS



**PayPal's 123 million customers are expected to process a payment volume of \$20 billion in 2013<sup>2</sup>**

# EMPOWER YOUR ASSOCIATES TO DELIVER EXCEPTIONAL SERVICE

So, how do you make mobile POS a reality? What key components are required? Start by evaluating the customer experience you provide. Do you offer a loyalty app that allows you to personalize both a customer's online and in-store experience? Does your network provide enough bandwidth to allow both customers and employees to easily and securely connect to Wi-Fi? Can associates collaborate and access inventory levels, even trigger re-order tasks if stock is running low? Take customer payments from anywhere?

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## More Capabilities in Hand

With a converged, multi-function mPOS handheld device, you can:

- Process a payment transaction
- Find products
- Access sales related information
- Take inventory
- Conduct shelf audits
- Execute mark-ups and mark-downs
- Reconcile and process shipments
- Enable two-way, push-to-talk communications

**Recent research from RSR on cross-channel strategies, reports that 90 percent of retailers say it is "very important" to consolidate the customer experience across channels, but only 13 percent report achieving that consolidation to-date. The reason? It's not easy. However, all recognize its growing importance.**

# DELIGHTING CONNECTED CUSTOMERS

The art of closing the sale. Today, it demands more – mobile technology, service and engagement. New mobile POS applications can empower associates to control a sale from beginning to end, allowing them to connect with customers in powerful new ways. Those retailers that do it best will ultimately end up on top. And while IT investments must be weighed carefully, business growth depends on the ability to close sales. The good news is the latest mobile POS solutions allow you to do that for less.

Shoppers' relationships with most retailers today are likely based on a "what have you done for me lately" mentality, the quality of the last deal received, or real estate driven convenience. To succeed, retailers need to embrace the challenge of relationships by leveraging technology as a means to establish and maintain a personal connection with shoppers.

The future will ultimately belong to the retailer who can employ the best technology tools to create value-based, one-on-one relationships with its shoppers. Don't give shoppers better technology and call it a better experience. Use technology to give them a better experience. With the retail solutions offered by Zebra, you have a partner with the industry knowledge, consumer insight and retail mobile technology solutions to help you build experiences that connect with shoppers and keep them coming back.

**TO FIND OUT HOW YOU CAN BENEFIT FROM MOBILE POS TECHNOLOGY, PLEASE VISIT US ON THE WEB AT [WWW.ZEBRA.COM/MOBILEPOS](http://WWW.ZEBRA.COM/MOBILEPOS) OR ACCESS OUR GLOBAL DIRECTORY AT [WWW.ZEBRA.COM/CONTACT](http://WWW.ZEBRA.COM/CONTACT).**

<sup>1</sup>2013 Retail Technology Deep Dive, Citi Research

<sup>2</sup>Susquehanna Financial Group, LLLP. Financial Technologies, Company Update, 3/21/13.