

Optimizing the In-Store Workforce

CUSTOMERS WANT OMNICHANNEL SERVICES — RETAILERS NEED TECH-ENABLED, INFORMED AND EMPOWERED EMPLOYEES TO PROVIDE THEM

1 in 5



Shoppers buy online and pick up in store 2-3 times per month ⁽¹⁾



25%

Click-and-collect shoppers experience items not ready for pick-up, while 21% report associates are confused by the pick-up process ⁽¹⁾

24%



Retailers have implemented endless aisle, but say it needs improvement ⁽³⁾

33%

Retailers have or are currently deploying clienteling/guided selling ⁽⁴⁾

45%



Retailers are adding mobile devices for associates/manager ⁽⁴⁾

15%-39%

Increase in conversion rates with the assistance of task management ⁽²⁾

Improvements Shoppers Want In Store Associates ⁽¹⁾

- Have more knowledge of products
- Be equipped with mobile check-out tools
- Have access to product info via mobile devices

Retailers have (or plan to deploy) a mobile/tablet app for associates ⁽³⁾



81%

Retailers have or are currently deploying mobile POS ⁽⁴⁾

40%

34%

Retailers say the best way to compete with Amazon is to empower associates in stores ⁽⁴⁾

24%

Retailers have implemented a notification solution to alert store personnel that an online order has been received and needs to be picked ⁽⁵⁾

"Empowering associates in store is all about equipping employees with access to information and making information actionable on the store floor" ⁽⁴⁾

Source: 1- RIS News, "Shopper Insight 360: Crossing the Great Consumer Divide;" 2- Spectralink, "Reimagining Retail E-Book Series: Advancing new possibilities in operational efficiency;" 3- Boston Retail Partners, "Customer Experience/Unified Commerce Survey;" 4- RIS News, "Fourth Annual Customer Engagement Tech Trends Study: Customer-First Commerce;" 5-Boston Retail Partners, "Digital Commerce Survey 2017"

END-TO-END MOBILITY SOLUTIONS

Helping retailers improve workflows and enhance the customer experience



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Q How can retailers empower their teams to work smarter, faster and more collaboratively to enhance productivity, profitability and the customer experience?

Savvy retailers are arming their teams with the latest mobile tools, transforming their roles from

transaction processors to client experience ambassadors. These innovative tools provide store personnel with access to timely, relevant information including product assortments, inventory checks and delivery options. Armed with this intelligence, they can assist customers in their buying journey and deliver a higher level of service.

In addition, retail mobile solutions increase associates' productivity by allowing them to provide customers with personalized insights and complete tasks more efficiently. This results in the customer feeling as though he/she is being taken care of in a timely, thoughtful manner.

Q How can retailers overcome operational challenges, such as unreliable communications, lack of supply chain visibility, and outdated management tools, in order to optimize the in-store workforce?

By working with a trusted

advisor, retailers can incorporate an optimal mix of technology, integration, and network expertise that brings clarity to their processes and systems. Having more insight into and control over these solutions can help improve productivity and profitability.

A retail mobility expert can also recommend custom solutions beyond just the device. These solutions are designed to facilitate connections to back office systems, in-store networks and third-party applications – ultimately enhancing the in-store experience.

focus on speed and accuracy. They can then tailor a pathway comprised of third party applications, mobile devices and network connectivity – allowing them to design and execute a successful mobile strategy.

Q How can having real-time information on omnichannel inventory and prices improve the customer-employee relationship?

Providing customers with real-time information enhances their buying experience no matter where they choose to shop. Innovative mobile tools can help retailers quickly and

“Innovative tools provide store personnel with access to timely, relevant information”

Q Retail innovations such as buy online and pick up in store (BOPIS) and endless aisle services empower retailers to expand sales beyond their in-store products. However speed and accuracy are critical. How can retailers keep these services running smoothly?

It's essential for retailers to meet customers' growing demands for convenience and immediacy. This means engaging with a partner who can rethink traditional processes and practices with a

cost-effectively answer customer product questions, check pricing and confirm store inventory. Even if an item is currently out-of-stock, there is no need to turn them away. Instead, the associate has the power to do a quick inventory check at the store's warehouse or other locations. This results in an effective high speed buying process, which improves the overall customer experience while challenging the online retail advantage.

Spectralink delivers secure, cost-effective mobile communication solutions that empower enterprises to streamline operations, increase revenues and deliver a positive customer experience – each and every time. Since 1990, Spectralink has deployed millions of devices worldwide across the retail, healthcare, hospitality and manufacturing sectors – delivering the industry's most efficient, in-building communications solutions.

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