Mobilizing a new era of retail customer care
As a consumer, you know how much it takes to earn and keep your business.

As a retailer, how will you deliver it?

In the age of the consumer, price and quality of goods are no longer enough to ensure your long-term business success. Your customers want and expect more value at every turn. They want shopping conveniences that make their lives easier. They want responsive service, immediate answers and ready information to address their every question and concern. And they want personalized care that continuously demonstrates how much you value their business and loyalty.

71 percent of consumers say customer service provided on any day at any time influences their loyalty.¹

72 percent of businesses say that improving the customer experience is their top priority.²

As a retailer, this new era of expectations creates new opportunities for you to strengthen and grow your customer relationships while enhancing competitive differentiation for your organization. But to do so, you’ll need to think beyond business as usual and imagine new ways to expand and elevate in-store customer care. On the following pages, you’ll discover how next-generation mobility solutions can empower your associates to provide the personalized, high-quality service needed to create a truly exceptional customer experience today—and in the future.

Today, retail success depends on delivering a superior customer experience—one that measures up to an ever-growing array of consumer demands for high-quality, responsive customer care and service. And studies show that nowhere is that more critical than within the retail store environment.
Although in-store shopping isn’t new, consumer expectations are.

Are you ready to meet them?

Even in the age of omnichannel shopping, most consumers still purchase items in-store rather than online. And even when consumers purchase items online, many still choose to pick them up in a brick-and-mortar store. In fact, only 15 percent of consumers opt to shop exclusively online. And according to a recent survey by Cisco, 55 percent of consumers in the United States and Germany preferred shopping in-store versus online. Why?

Research shows that the store provides the kind of tactile product experience, personal interaction and instant gratification that consumers want and value in their shopping experience, but can’t find online:

**Product experience**
- 85 percent of consumers say they prefer to shop in stores because they like to touch and feel products before making a purchasing decision.\(^5\)

**Personal interaction**
- 70 percent of shoppers want to interact with in-store sales associates, with 40 percent making a purchase after doing so.\(^6\)

**Instant gratification**
- 49 percent of consumers say they choose stores over the web because they want “to take items home immediately.”\(^7\)
Clearly, consumers still value many of the unique benefits of in-store shopping. However, they’re not leaving their technology behind. A growing number of shoppers, for example, are using their mobile phones to compare prices online, scrutinize product reviews and solicit recommendations from friends and family via social media. And, as more and more consumers turn to mobile and other technology to enrich their shopping experience, they expect retailers to do the same.

In fact, recent research shows that customers are looking well beyond product and price to determine where to shop and spend their retail dollars. More than ever, they’re bringing their business to retailers who are using technology to deliver heightened levels of service and care including more convenient checkout options, real-time inventory information and personalized offers and information.

Just consider:

- Three out of four consumers prefer retailers that deliver personalized customer service experiences.\(^8\)
- 87% of consumers prefer brands that predict behavior and adapt the experience to them.\(^9\)
- 74% of consumers say they are likely to switch brands if the retailer doesn’t provide an easy checkout process.\(^10\)
- 86% of consumers avoid stores where they perceive the lines are too long.\(^11\)
- 50% of consumers expect the option of purchase online and pick up in store.\(^12\)
Customers want retailers that keep pace with their expectations.

How can mobility move you forward faster?

To deliver the kind of personalized and responsive care that your customers want and expect, you need to empower your associates to deliver value in more ways than ever before. That requires smart, mobile tools and technology that give your employees ready access to the data and resources they need to enrich the customer experience at every opportunity. Here are some of the ways the right mobility solutions can help advance what’s possible in customer care throughout the in-store experience:
Exceptional customer service

Imagine if associates could always access the right people and information, no matter what.

Enabling clear, seamless communication in any retail environment can be a constant challenge, particularly between departments, across different store locations and within more challenging environments such as storerooms and loading docks. And that lack of clarity and reliable connectivity can directly affect your team’s ability to serve customers. In fact, 44 percent of the time employees can’t access the answers or information they’re looking for. Smart mobility enables email, text, voice and web solutions to work flawlessly together across the entire retail environment, empowering your associates to respond to customer inquiries reliably and immediately, whether they’re fielding questions about a product or checking stock availability.

**EXAMPLE:** If a grocery store cashier needs to reach a manager to address a customer issue at checkout, he doesn’t need to rely on a disruptive intercom system to reach the right person. Instead, he can use an enterprise mobile device with optimized voice quality to discreetly contact a supervisor anywhere in the store, including the loading dock and storeroom, to clearly inform her of the customer’s concern and request immediate assistance.

Almost 50 percent of participating retailers in a recent survey saw increased customer loyalty by deploying in-store employee Wi-Fi, with an associated 3.4 percent sales boost.¹⁴
Personalized, in-store assistance

Imagine if customer care was tailored to every customer.

Empowering associates with relevant insights about customer product preferences and buying behaviors can significantly inform and improve how they engage and interact with customers. Smart mobility solutions provide your associates with immediate access to relevant customer insights including past purchases, product and brand preferences, as well as buying patterns and behaviors. Based on that knowledge, associates can tailor their conversation to best serve each individual shopper, which helps create more efficient interactions and more satisfied customers.

EXAMPLE: A new sales associate at an automotive parts store could access relevant information about a customer, such as the make and model of her car, so he could offer relevant product recommendations and suggestions. That same associate could also note any insights or learnings he gains during this conversation to create a customer “wish list” for future reference about potential selling opportunities.

Research shows that customized experiences can increase sales up to 20 percent.¹⁵
Buy online/pickup in store

Imagine if you could deliver the best of both worlds for customers by converging online and in-store advantages.

Buy online and pick up in store (BOPIS) service allows customers to enjoy the convenience of shopping online while still being able to pick up items immediately from the store—and save on shipping costs. But speed and accuracy are critical. Delays or partially filled orders only serve to frustrate customers, so having the tools needed to ensure a smooth process from order to pick up is critical to success. With smart mobility solutions, your associates are immediately notified when an online order comes in, so they have the time and information needed to fill the order and prepare it for in-store pick up. When executed effectively, this service can save your customer significant time and hassle.

EXAMPLE: A customer who’s remodeling her bathroom can purchase the tile she wants from her home improvement store’s online site and then continue working until she’s notified that the order is ready for pickup at the store. The right tools not only make sure the customer’s order is handled correctly, it also allows store associates to coordinate the necessary staff to fill the order and prepare it without leaving areas of the store understaffed.

More than 70 percent of shoppers have taken retailers up on the buy online/pickup in store option.\textsuperscript{16}
Imagine if you break down some of the biggest barriers to sales.

Long lines, lack of product information, understocked shelves—these and other frustrations can be enough to send customers out of your store and into a competitor’s. Mobile POS (mPOS) solutions take direct aim at these issues by equipping associates with critical information including product content, cross-selling suggestions and enterprise inventory visibility, while enabling them to complete customer checkouts from anywhere in the store.

**EXAMPLE:** A busy mom in a department store who just got finished shopping for back-to-school clothes with her kids probably doesn’t have the time or patience to wait in long checkout lines. With an mPOS system, she doesn’t have to—an associate can help her check out right from the children’s clothing department so she can make her purchase and head home.

Retailers are realizing significant ROI from mobile point-of-sale solutions — some as much as a 25 percent sales increase.\(^{17}\)
Endless Aisles

Imagine if out-of-stock no longer meant that a customer was out of luck.

Whether customers are looking for seasonal or sale items or just popular products that can be hard to keep in stock, no retailer wants to have a customer leave disappointed and empty handed. With smart mobility solutions, you can empower your associates to expand your sales beyond your in-store products. Handheld devices allow associates to check and confirm inventory at current or alternate store locations as well as warehouse locations to hold, purchase and/or ship items for customer convenience.

**EXAMPLE:** A sales associate in an electronics store wouldn’t have to turn away a customer because the printer he wants is no longer in stock. Instead, the associate could do a quick inventory check for the item at the store’s warehouse and, if available, have it shipped to the store for pickup—or directly to the customer’s home.

“Educated and engaged” store associates who can answer customers’ questions and are knowledgeable about a store’s products can generate a 123 percent increase in sales revenue at their store."
Envision a new era of customer care with Spectralink.

Are you ready to make it a reality?

With Spectralink, you have the power to reimagine and redefine what’s possible for your customers and your organization today—and in the future. We provide secure, cost-effective, enterprise mobile solutions that empower your associates to work more efficiently and deliver high-quality customer care that helps grow your relationships, revenue and competitive advantage.

As your innovation partner, we are committed to helping you determine and develop the right tools and technology to deliver a truly superior shopping experience for your retail customers. Our open platform and ecosystem make it easy to integrate our solutions with brand-specific loyalty apps, mobile point-of-sale apps or other applications to facilitate employee responsiveness and productivity. As a result, you’re able to explore new options and opportunities in customer care that reach as far as your imagination.
Why Spectralink

Ready data access and team collaboration

Our advanced PIVOT smartphones empower associates with customer insights, store-to-warehouse connectivity, enterprise-wide visibility, predictive analytics and location-based marketing.

Open platform for innovation

We work with the industry’s largest ecosystem of application partners and offer an open, Android platform for custom app development. Plus, our flexible design helps you keep pace with the latest mobile technologies and easily scale/adapt to your evolving workflow needs.

Security and compliance

Our devices can be managed with standard industry management tools, allowing you to monitor and protect devices while getting more value from your technology investment. And, you can rest assured your customers’ information is secure as well. We partner with leading mPOS vendors to safeguard their data and payment information at every turn.

Proven enterprise solution

Unlike new or consumer-grade smartphones, our solutions are built to last. We ensure superior voice quality and data messaging (when and where you need it), added workflow efficiencies and data exchange, and enterprise-wide visibility to empower your workers in new ways.

Industry experience and expertise

Spectralink brings 26 years of experience in the enterprise mobility business, supporting over 5 million connected assets. Our end to end mobility helps deliver data insights, so your workers can deliver more value to your customers.

Discover how much more is possible by partnering with Spectralink.

Visit www.spectralink.com for more information about our open platform and comprehensive capabilities today.


13. “7 Big Benefits of Giving Employees the Knowledge They Need,” IDC Research, as referenced in the article Parature, Customer Service Blog, October 2015.

14. “Study Links In-store Wi-Fi to Impressive Retail Loyalty and Sales Gains,” Earthlink Holdings Corp., March 2015.


17. Research Study: mPOS, Houston, Do We Have A Problem, IHL Group, June 2015.