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Ways Retailers Can

Leverage Mobile Communications to Meet the Needs of Digitally Savvy Shoppers

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1. Increase sales

2. Streamline operations

3. Deliver a better customer experience

This is the mission of every global retailer. However, new and more complex buyer journeys and distribution models have retailers scrambling to anticipate and meet the needs of the digital shopper.

While traditional brick-and-mortar stores are still relevant – eCommerce accounts for only 16% of all retail sales[1] – retailers are rapidly adopting an omni-channel model in which physical and online stores converge to deliver a seamless, hyper-relevant customer experience.

Read on to learn how companies are equipping their employees with mobile devices to enhance communication and collaboration, streamline operations, and enable insight-rich interactions with their customers.

only
16%
of retail purchases
happen online

1 Turning sales associates into customer experience specialists

While mobile technologies can influence every stage of the buyer journey, the majority of shoppers queried by Axis in the US, Europe and Asia prefer to shop in a physical store with 80% saying that having shop assistants available when they need them was an important part of an ideal shopping experience.[2] However, these shoppers will use their mobile phones while in the store – often comparing prices online, scrutinizing product reviews and soliciting recommendations from friends and family via social media. Consistency is the name of the game here – consumers want the same pricing, service and inventory across any retail channel they choose.

> ## 48% of consumers who own smartphones use them while shopping in stores[3]

Mobile communication solutions enable sales associates to shift from serving as merely "order takers" to customer experience specialists. Armed with the latest information on products, pricing and promotions, both in-store, online and across competitors, retail employees are able to anticipate and meet customer needs, while reducing transaction times.

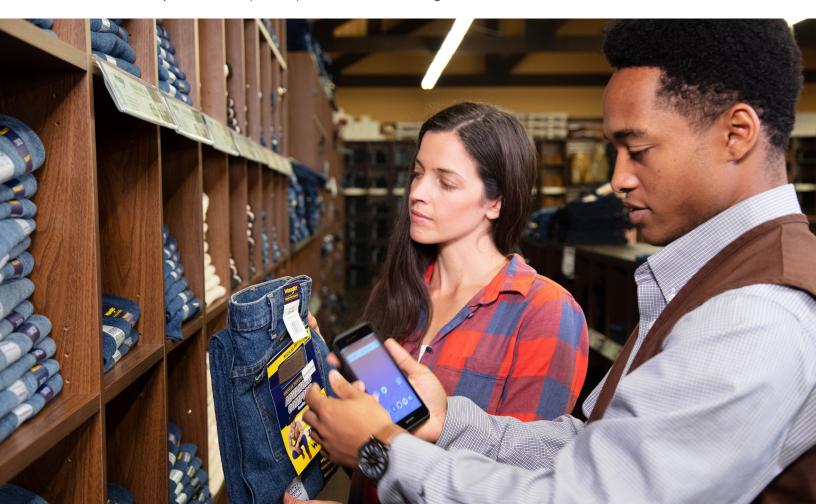**Consumers want the same pricing, service and inventory across any retail channel they choose**

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Delivering a better customer experience

Today's store associates play a critical role promoting the retailer's brand while delivering a hyper-relevant customer experience. Deploying mobile communication solutions can help them achieve these goals by accomplishing the following:

- Provide up-to-date information regarding online offers, promotions and competitor prices

- Check stock availability and complete "buy online / pick up in-store" sales

- Offer "click and collect" from another store location

- Extend instant price matching

- Offer upsell and cross-sell purchase recommendations

- Create customer "wish lists" for special occasions such as birthdays, anniversaries, etc.

- Enable mobile point-of-sale (mPOS) checkout, eliminating the need for customers to wait in line

2 Gaining insights into inventory

Inventory management is critical to driving sales, streamlining operations and delivering a better customer experience. Mobile devices that are customized for the retail environment provide a steady flow of information among employees, from the time inventory is received to the time it is on store shelves, and ultimately delivered to the customer.

Enhanced customer service

Store associates armed with the most up-to-date inventory information on their mobile devices can quickly provide customers with their desired product. They can also offer delivery to their home or office, or allow them to pick up the product at another store location.

More product turnover + less wasted shelf space = a better bottom line

Clear communication between the front and back of stores helps retailers increase product turnover and avoid wasting valuable shelf space for items that don't sell well. It also allows them to offer, test and adjust promotional items in real-time.

Order management technology acts as a growth engine for your retail brand

30%

higher lifetime value for omnichannel

vs. one-channel shoppers[5]

Mobile devices customized for the retail environment provide a steady flow of information

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3 Streamlining store operations

Clear, seamless communication among store employees, vendors and warehouse personnel provides retailers with an end-to-end view of store operations and customer interactions. It also ensures customers experience a fast, easy communication flow with retailers.

[
Approximately 80% of shoppers have abandoned a purchase due to long wait times or avoided stores where they perceived the lines were too long[4]
]

By leveraging enterprise mobile devices, retailers can also coordinate staff, inventory and store operations – allowing them to redirect shipments, rebalance inventories and redeploy sales associates as needed to better serve their customers.

Conclusion

With new and complex buyer journeys and distribution models, retailers are on a mission to provide customers with an always on, always available shopping experience. In order to achieve this, retailers are equipping their employees with mobile devices and services to better serve their customers, while leveraging their physical stores as distribution hubs to streamline store operations and expedite the supply chain process. Adoption of mobile devices will continue to grow as competition among retailers intensifies and digital shoppers evolve their approach to making purchasing decisions.

Sources

[1] Digital Commerce 360, *'Brick-and-Mortar Store vs Online Stores Statistics,'* February 2020.

[2] Axis, '*What Do Shoppers Really Want from The Retail Experience?*' October 2019.

[3] PYMNTS, '*Consumers Who Use Mobile In-Store Are More Frequent Brick-and-Mortar Shoppers,'* May 2019.

[4] Quadini, '*The Problem with Long Wait Lines,'* November 2020.

[5] Deck Commerce, '*What Is an Order Management System?*' August 2020.

About Spectralink

Spectralink delivers secure, cost-effective mobile communication solutions that empower enterprises to streamline operations, increase their 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 – providing workers with the industry's most efficient, in-building communications solutions.

Visit www.spectralink.com for more information.