



Mobility for Better Customer Care

Introduction

As a consumer, you know how much it takes to earn and keep your business. As a retailer, how will you deliver it?

The Covid-19 pandemic has accelerated changes in our approach to shopping, and now the price and quality of goods are no longer enough to ensure your business.

So, “**what do customers want?**” The short answer is a shopping experience that makes their lives easier!

This means visiting stores that provide:

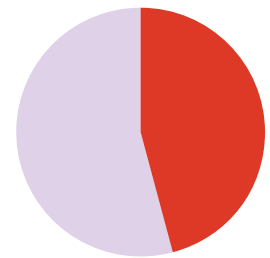
- Fast, efficient service
- Immediate answers
- Personalized care

91% of consumers say a positive customer service experience makes them more likely to make another purchase,¹ and 86% of customers are willing to pay more for a better experience.²

Today more than ever, retail success depends on delivering a superior customer experience in-store as much as online.

As a retailer, the post-pandemic era creates new opportunities for you to strengthen and grow your customer relationships. **Are you ready to think beyond business as usual and imagine new in-store customer care?**

In the following pages, you'll discover how next-generation mobility solutions can empower your frontline workers to provide the personalized, high-quality service customers expect.



45.9% of businesses say that improving the customer experience is their top priority.³

Meet the New Instore Experience

In-store shopping isn't new, but after social distancing, it sure feels like it!

Even though the pandemic forced many consumers online, accelerating an already existing shift, 48% of customers still prefer the in-store experience!⁴

Why?

- **24%** want to see and touch the products before purchasing
- **13%** want to avoid shipping fees
- **11%** don't want to wait for their items to be delivered

Clearly, consumers still value many of the unique benefits of in-store shopping. And it's not only Millennials and Gen-Z anymore! A growing number of shoppers are combining digital and in-person experiences and typically use their mobile phones to compare prices online, scrutinize product reviews, and check out recommendations from friends and family via social media.

Recent research shows that customers are looking well beyond product and price to determine where to shop. So which factors impact the most on in-store CX (customer experience)?⁵

- Location, layout and product organization
- Quality of service
- Product selection and variety
- Entertainment/fun
- Health and safety protocols
- Easily accessible in-store information
- Checkout time

Can you keep up with customer expectations?

How can mobility help you and your frontline workers?

To deliver the kind of personalized and informed care that your customers want and expect, you need smart, mobile tools and technology that give your employees ready access to data and resources. Here are some of the ways the right mobility solutions can help you improve your customers' in-store experience:



Exceptional Customer Service

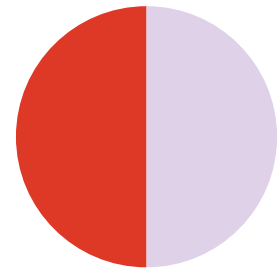
Access to the right people and information for all frontline workers.

Clear, seamless communication is the basis on which to build better decision-making and great customer service. When messages reach the right people at the right time, all sorts of opportunities can be unlocked.

Smart mobility with email, text, voice, and web solutions that work flawlessly across the entire retail environment means your associates can quickly and reliably respond to customer inquiries.

On the shop floor:

If a grocery store cashier needs to reach a manager to solve a customer problem, they can use their single all-encompassing enterprise mobile device with optimized voice quality to discreetly contact a supervisor wherever they are, including the loading dock and storeroom, and request immediate assistance without leaving the checkout.



50% of retailers see increased customer loyalty by deploying in-store employee Wi-Fi, with an associated 3.4% sales boost.⁶





Personalization

Knowing your customer is critical to delivering a personalized in-store experience.

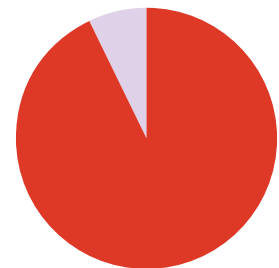
Smart mobility solutions give your associates immediate access to:

- past purchases
- product and brand preferences
- buying patterns and behaviors

Associates can then tailor their conversation to best serve each individual shopper, which results in more productive interactions and more satisfied customers.

Example:

A new sales associate at a clothing store could access previously ordered sizes and styles to check inventory and make relevant product recommendations and suggestions. That same associate could create a customer “wish list” for future reference from their device by making a note of any new insights about the customer.



93% of companies with a personalization strategy boost revenue.⁷

The Best of Both Worlds: Click-and-Collect

Why are Buy Online and Pick up in Store (BOPIS) services popular?

- the convenience of shopping online
- pick up items immediately from the store
- no shipping costs

BOPIS responds to the needs of extremely busy people who want to save the time spent selecting items from the aisles of a store and queuing at checkout but also calm the fears of customers who are uneasy with shopping in-person for health reasons. A positive BOPIS experience depends on speed and accuracy. Delays or partially filled orders frustrate customers, so tools that ensure a smooth process are critical to success from order to pickup. With smart mobility solutions, your associates are immediately notified when an online order comes in, so they can fulfill the order and prepare it for in-store pick-up. They may also be alerted when the customer's car drives up to the store.

US click-and-collect sales more than doubled in 2020 and will sustain double-digit growth rates through to 2024.⁸

Example:

A customer is social distancing and therefore tries to avoid spending time inside stores. They can purchase the items they need online and stay at home until notified that the order is ready for pickup. The right tools make sure the customer's order is handled correctly and safely. They also allow store associates to coordinate the necessary staff to fill the order and prepare it without leaving areas of the store understaffed.





Mobile POS: The Mobile Check Out

Never lose a customer to long queues, lack of product information, or understocked shelves!

With a mobile POS (mPOS) solution, associates can access critical information including:

- product content, composition, and performance
- cross-selling or upselling suggestions
- enterprise inventory visibility
- complete customer checkouts from anywhere in the store.

Example:

Anyone that's been shopping with a toddler or an elderly relative knows that waiting in long queues can be devastating to the shopping experience. With an mPOS system, associates can safely checkout customers from anywhere in the store, reducing long waits and letting them head home.

Mobile POS transaction value is forecast to experience a compound annual growth rate of 16.9% through to 2025, reaching \$4.65 trillion in worldwide sales in that year.⁹

Endless Aisles, Endless Possibilities

Overcome the disappointment of sending customers home empty-handed. Whether customers are looking for seasonal, sale items, or just popular products that can be hard to keep in stock, smart mobility solutions enable frontline workers to get creative and provide customers with options that expand your sales beyond what's in store today.

Mobile devices allow associates to:

- check and confirm inventory at current or alternative store locations
- check and confirm inventory at warehouse locations
- hold items at alternate locations
- purchase and ship items for customer convenience

Example:

A sales associate in an electronics store wouldn't have to turn away a customer because the printer they want 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.

Store associates who can answer customers' questions and are knowledgeable about a store's products can generate a 123% increase in sales revenue.¹⁰



Are you ready to turn customer care around with Spectralink?

Spectralink has been supporting the retail sector with tailored communications and productivity solutions for over 30 years. We design secure, cost-effective, end-to-end mobility solutions that empower your associates to work better and deliver high-quality customer care that helps grow your business.

Our Unified Communications systems help you redesign customer interactions for frontline staff, enabling them to access timely, accurate information for a single device, wherever they are. By grouping all voice, presence alerts, data, and video communications on a single device, the cumbersome toolbelt is a thing of the past, and sales associates can call the warehouse and email the customer all from a single handset.

Our open platform and ecosystem means our solutions integrate seamlessly with all your favorite productivity, loyalty, and mobile point-of-sale apps, while our safety features ensure that associates can alert security or call for help while also getting themselves to safety thanks to simple push-button alerts or man-down systems that sense sudden falls and activate automatic alarms when followed by 30 second or one minute lack of movement.

SOURCES

- ¹ [State of the Connected Customer Report](#), Salesforce.com, October 2020
- ² [Superoffice, 37 customer experience statistics you need to know for 2022](#)
- ³ [Superoffice, 7 ways to create a great customer experience strategy](#)
- ⁴ [Raydiant, State of the Instore Experience \[2021\]](#)
- ⁵ [Raydiant, State of the Instore Experience \[2021\]](#)
- ⁶ [Study Links Instore Wi-Fi to Impressive Retail Loyalty and Sales Gains](#)
- ⁷ [Retaildive, Study: 93% of companies with a personalization strategy boost revenue](#)
- ⁸ [BusinessInsider, Click.and-Collect 2021: Buy Online, Pick-up in Store \(BOPIS\) Industry Trends](#)
- ⁹ [Retail: Mobile POS Features for Great Customer Service](#)
- ¹⁰ [5 Ways Mobile Apps are Driving the Store of the Future: Improving Revenue, Loyalty, Productivity, and Cost Control," MicroStrategy, 2015.](#)

Why partner with Spectralink?

We know that your mobile device is a crucial part of how you do business, so we make sure it's a perfect fit. We're with you to enable mobile communication on your terms.

TALK TO SALES

Information and collaboration

Our Versity enterprise smartphones offer your sales associates end-to-end unified communications: a range of productivity tools as well as crystal clear voice solutions, within the store and outside of store connectivity, real-time inventory management, enterprise visibility, and location-based marketing.

All-in-one-devices

We work with the industry's largest ecosystem of application partners and offer an open, Android platform for custom app development. This means that you can have all your existing communications tools on a single device.

Security and compliance

Our devices offer a best-in-class fleet management tool, AMIE®, to easily manage all your Spectralink solutions, diagnosing issues before they impact your business. 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.

Safety

Keep your employees safe and sound! With Spectralink SAFE™, associates can alert security or call for help with just one click. Our critical man-down alert tools and emergency calls systems ensure that your staff never have to choose between getting to safety and calling emergency services first.

Built to last

Unlike consumer-grade smartphones, our devices are built to last. We ensure superior voice quality and data messaging when and where you need it, added workflow efficiencies, and data exchange, all in a ruggedized device with swappable batteries that are designed to last throughout multiple shifts.

Industry experience and expertise

Spectralink brings over 30 years of experience in the retail sector, so we understand where your pain points are and have developed solutions specifically designed to increase productivity, improve communications and ensure staff safety. In short, we make mobility work for retail.



About Spectralink

As an award winner in mobile technology, Spectralink has been transforming the way our customers work and communicate for 30+ years. Through our determination to do extraordinary things, we enable mobile workforces and empower our customers and partners to explore what's next, what's possible. With our enterprise grade, best-in-class mobile solutions, we are with our customers wherever they work, however they need us. Our people, commitment to innovation and our passion are our foundation for success.

spectralink 

spectralink.com

info@spectralink.com

+1 800-775-5330 North America

+45 7560 2850 EMEA