



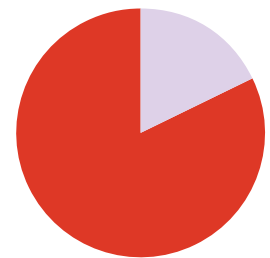
Raising the Bar on Retail Efficiency

Introduction

Consumer expectations are higher than ever, but your sales associates can exceed them.

How long does it usually take your sales associates to answer a customer question about an out-of-stock product? A few seconds? Minutes? Do they need to take contact details down and get back to the customer later?

Imagine how much more efficiently that time could be spent: placing the order, picking a color, upselling or cross-selling, and generally providing a better customer experience. Far too many sales opportunities are missed because associates are unable to access information fast enough. While research shows a 56% increase in people who say they will buy products online in the future, the 66% majority still intend to shop at brick-and-mortar locations, highlighting the key role played by your in-store teams.¹



82% of consumers report that browsing in store is the most useful touchpoint.²

Efficiency in operations requires a two-pronged approach: lowering costs but also boosting productivity.

Cutting costs is imperative for every type of business, but empowering the frontline to work smarter, faster, and more collaboratively is the real game-changer for retail businesses that want to improve their bottom line. With greater productivity comes better customer experience and profitability as more interactions are converted to sales. Consumers have become more demanding than ever, having grown accustomed to searching and selecting their products at the click of a button, so brick-and-mortar retailers simply can't afford not to compete.

On the following pages, you'll discover how intelligent mobile solutions can help your stores become more efficient with better communications in-store and with the outside world, more insight, and greater safety.

From coordinating staff to improving task management through to optimizing inventory and distribution management, Spectralink has got you covered.



44% of customers still want the option to speak to a store associate remotely, highlighting the importance of hybrid and mixed touchpoints.³



Opportunities

New buying behaviors call for new ways of working: are you ready to grasp the opportunity?

Are you ready to take your business to the next level but just not sure how? Retailers are facing a difficult time of transition as the drive towards online and mixed shopping models was further accelerated by the pandemic. So how can the customer experience be improved in this new omnichannel world?

Stores still tend to operate with a siloed mindset, while consumers don't. Visibility of information and clearness of communications need to be just as effective in-person as they are online, just as fast and accurate on the shop floor as they are in the stockroom. Different environments cannot be divided by invisible data barriers, and single stores need to be able to share information with HQ and other stores just as easily as they do internally.

Demand for BOPIS (Buy-online-pickup-in-store) has also grown significantly, with more and more consumers expecting to schedule precise times for pick-up and make appointments with store associates. These complex multichannel interactions require tech support that is easy and intuitive, but most of all integrated on a single handset, so staff doesn't have to keep rushing back and forth between landlines, walkie-talkies, desktop PCs, and other systems.

So, what are the main challenges faced by store associates?



33% of consumers said store associates should be able to meet in-store for a prearranged one-on-one shopping appointment.⁴

Slow, fragmented communications

When your staff can't connect easily with the rest of the team, with the storeroom, or with other locations and HQ, it means they are unable to provide customers with timely information. This impacts customer experience, but it also drains resources as workers spend valuable time trying to track each other down and switching from one device to another to call different departments.

Associates need to communicate immediately and seamlessly with the whole team whether they need to alert someone to clean up a spillage before it poses a slipping threat or find out whether an item is available.

Old-fashioned tools

The multichannel nature of retail interactions has made managing interactions with staff and other locations increasingly complex.

Retail managers need communication tools that allow them to manage a range of data types, from showing a video preview to a customer to setting up a video call to offer assistance or simply managing and monitoring team tasks throughout the day. Enabling workers to access all the usual productivity tools, plus new enhanced communication systems, finally empowers them to truly respond to consumer expectations.

72% higher sales growth is experienced by retailers that equip associates with mobile devices for accessorizing, endless aisle, clienteling, and inventory management.⁵

Supply chain disconnect

Store assistants need tools to help them share information about customer inquiries, buying behaviors, and other key insights with buyers and the supply chain to help improve decision-making and make the business more profitable. The key information gathered on the field every day simply goes wasted unless associates and managers can share it directly and effectively.

At the same time, to improve competitiveness and customer experience, retail associates need tools to help them provide omnichannel shopping conveniences such as endless aisles and Buy Online Pick-Up In-Store (BOPIS), where sophisticated systems that identify car license plates for seamless order pick up are already becoming the norm.

The average out-of-stock rate for retail is nearly 8%, meaning customers are unable to buy an item they want more than 1 out of 12 times.⁶

Efficiency is what you get when people are able to do their best work.

How can mobility make your teams more productive?

End-to-end mobility solutions are already available to help store associates and managers access the information and tools they need to improve productivity and efficiency. On the following pages, you'll learn about new ways mobility solutions are helping increase productivity, and enable greater efficiency and exceptional customer experiences.

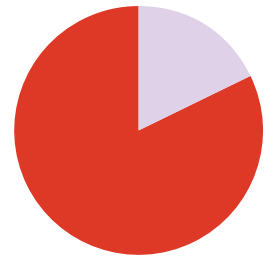


Unified Communications

It's difficult for retail associates to seize in-store opportunities for sales conversion, up-sell or cross-sell when they can't access the information they need exactly when they need it.

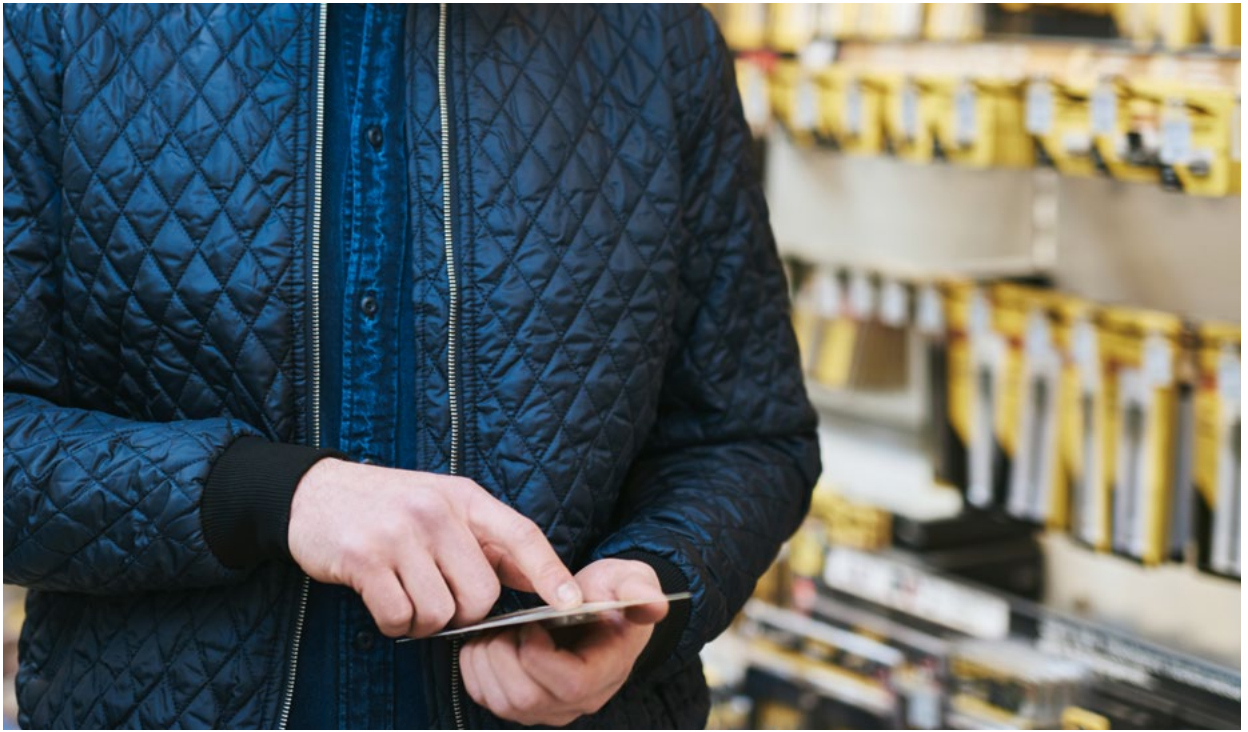
Helping a customer act on an impulse buy requires excellent timing, and opportunities come and go instantly. Unified Communications (UC) solutions have been designed to seamlessly interoperate with existing apps and tools while making information accessible on a single device. Whether it's presence statuses, emails, texts, voice calls, or video calls, your team can now access a whole range of communication options from a single device, helping them have timely, informed interactions with customers and colleagues from other branches or locations within the store.

But communications have evolved even further. In addition to improving communications for frontline workers, mobile solutions can now also help you connect and engage more effectively with in-store customers. A department store manager, for example, can use mobile technology to create a virtual fence—or geofence—around certain aisles or product displays throughout the store. When customers walk into these areas, Wi-Fi signals can trigger automated texts or other notifications to be sent to their smartphones to alert them to nearby promotions or featured products.



82% of shoppers check phones in-store before making a purchase.⁷



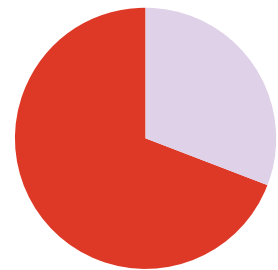


Simple Task Management

One of the most important enablers for productivity is task management.

Associates standing idle on the sales floor are not using time efficiently. The tasks that they are not completing could be the cause of disruption, customer dissatisfaction, and therefore lost revenue. Mobility solutions can limit these gaps in productivity by helping managers schedule and manage tasks more flexibly, filling time that would otherwise go wasted with more useful activities such as stocking, tidying, or even catching up on video training sessions on their handsets.

Mobile solutions can also be used to increase employee productivity even further by integrating workforce, labor, and order management systems into a single tool that gives managers 360° visibility into what is taking place across the business. For example, the manager of the lumber department at a home improvement store can manage incoming fulfillment requests for BOPIS purchases, matching staffing levels to the store's online order management systems to ensure that customer fulfillment requests don't exceed the store's labor capacity.



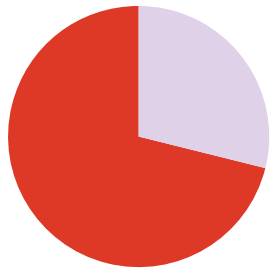
69% of retail employees are still using paper forms.⁸

A Better Use of Resources

Employ people's time more effectively and make better decisions based on real-time information.

Making sure the right people with the right skills are where they are needed at the right time can be a guessing game for retailers, but mobility tools support store managers with their scheduling and monitoring activities. Not only is it easier to manage complex schedules, but it is easier to enact immediate changes when the queues at the checkout start to mount or dressing rooms need staffing or any other range of unexpected customer or other issues take place.

In addition to helping managers optimize staffing and scheduling, mobile solutions also make it possible for managers to identify understaffed areas throughout the day by providing ready access to real-time data from Wi-Fi, beacons, people counters, POS systems, heat maps, and other tools, all on a single easy-to-use device.



71% of frontline workers know they'd be more productive if their workflows were digital.⁹



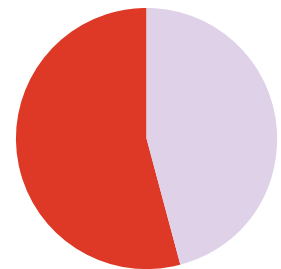


Information at their Fingertips

Give sales associates the information customers want

A mobile POS device allows your associates to access the information they need, when and where they need it. That means they can answer customer product questions, check pricing and confirm inventory at your store, warehouse, or other locations—without ever having to leave the customer. Not only does that improve customer service, but it also drives sales conversions and productivity. Mobile POS enables associates to enter information and observations from the field that help guide future interactions and marketing efforts.

In addition to empowering staff with more information, retailers can also use mPOS technology to put more information into the hands of in-store consumers. Stores within a mall could work together to create a unique mobile experience allowing shoppers to browse the inventory of all the stores. These inquiries can then be used to create more detailed and insightful customer personas and profiles, improving customer experience and marketing.



54% of online shoppers check inventory at nearby stores.¹⁰

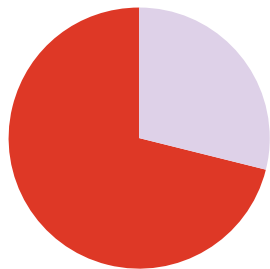
Improve Supply Chain Visibility and Efficiency

Balance the supply chain and manage your stock.

Staying competitive and cost-efficient in the omnichannel marketplace requires a more innovative inventory and distribution management approach. Stores are increasingly becoming delivery and fulfillment centers, too, putting extra pressure on in-store staff and resources. Inventory management system (IMS) solutions that give employees a centralized view of product inventory across all channels help manage product demand, but there are a host of other activities that also need to be considered.

New mobile tools can help you set up in-store fulfillment processes, including receiving, staging, put-away, picking, packing, and shipping, and help you manage them within a busy schedule of other tasks.

Plus, enterprise inventory visibility already makes it possible for staff to have a more accurate and comprehensive view of current and scheduled product availability. But by combining mobile IMS technology with IoT and connected retail capabilities such as image recognition, retailers can also access information and insight about product performance as they stand next to the customer without having to access specific computers or other tools. For example, a grocery store clerk can monitor current product supplies without leaving the register. This real-time data helps reduce out-of-stock occurrences while improving employee productivity, increasing revenue, and improving the overall customer experience.



RFID technology can improve inventory accuracy by **98%**.¹¹



Your next move

Are you ready to increase productivity and improve communications instore with Spectralink?

We understand that the key to store productivity is sales associates and that their success depends on information. To compete with the immediacy of e-commerce, sales teams need to be able to respond to customer queries fast and accurately.

Improving access to information means enabling sales teams to find out about stock levels, availability, and even product performance from a single device without leaving the customer and searching for information over a desktop computer or on another tool. Putting all the information available in their hands in a single device can therefore help them deliver the high-quality customer care that helps grow your relationships, revenue, and competitive advantage.

Spectralink can help you choose and deploy the systems you need to free your associates from the pain of multiple device usage. Our versatile devices put all their favorite productivity tools in one place while also ensuring they can talk to anyone, wherever they are. So, you can stand out for customer service and efficiency and keep growing your business - and your bottom line.

Why Spectralink?

TALK TO SALES

Information and collaboration

Our Versity 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.

Interoperability

We work with the industry's largest ecosystem of application partners and offer an open, Android platform for custom app development. Our solutions will work seamlessly with your existing tools and leave you open to developing new innovations. Our devices offer a leading fleet management tool, AMIE®, to easily manage your Spectralink solutions, diagnosing issues before they impact your business.

Safety and Security

We partner with leading mPOS vendors to safeguard your customer data and payment information, but we also have a critical man-down alert tools and emergency calls systems to ensure that your staff don't 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 staff safety. In short, we make mobility work for retail environments.

SOURCES

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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