Discover New Sales Opportunities

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Introduction
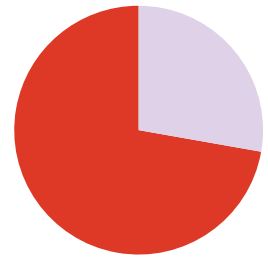
Every customer represents an opportunity for a sale

How do you turn more opportunities into actual sales?

Shopping journeys have become much more complex, with more and more channels and intermediate steps taking place before the customer actually lands in the store. Having the right product in stock at a reasonable price is critical, but it's just one element in a complex mix.

Today, 63% of shopping journeys start online,[2] and shoppers are coming into stores for a lot of different reasons. They may be trying on an item they intend to buy online or wanting to get firsthand assistance on a high-value product, or they could also be simply picking up merchandise they bought through the store's website. Online and in-store shopping are connecting in new ways driven by, but also molding, consumer behaviors and expectations along the way.

Forrester projects that **72%** of retail will still take place offline in 2024.[1]

For retailers, these changes can either mean new opportunities or pose new obstacles. Mobility can tip the scales in your favor.

As a brick-and-mortar retailer, you will need to give your frontline workers the tools and systems they need to meet changing demand. They cannot respond to demand for multichannel services and support as well as personalized care, different delivery options, and always-in-stock inventory on their own. On the following pages, you'll learn how smart mobile solutions can help you empower your sales associates to do their best work to improve customer experience, increase in-store sales opportunities, and shorten the path to purchase.

Can you turn high expectations to your advantage and drive more sales?

Mobile technology has transformed the way customers shop, and the use of digital devices before or even during shopping will influence 58% of in-store sales.[4] So, it's not surprising that customers expect sales associates to be able to provide the same convenience and access to information and services they get from their apps and phones. Yet bridging the gap between e-commerce and brick-and-mortar is not always easy, and many stores can't keep up.

Where can you focus your efforts to make sure opportunity doesn't pass you by?

62% of sales are now digitally influenced.[3]

Personal interactions

In the age ofomnichannel retail and digitalization, customers expect the companies they do business with to treat them as individuals. But to provide personalized customer care, your associates need instant access to customer data from the call center, the website, and previous in-store interactions.

40% of consumers purchase more from retailers that provide a personalized shopping experience across channels.[5]

Customer experience

Customers expect immediacy and have little time or patience to wait. So, whether it's cutting queues or finding out whether the right size is available in the branch down the road, if you want to make that sale, you need to make it easy for them. With the right mobile tools, your associates can take payments and check customers out on the spot, making it quicker and easier for everyone.

Shoppers are prepared to wait only 5 minutes in a queue before walking out.[6]

Information

How can your employees deliver a responsive service and quality care that earns customers' business and loyalty without access to relevant information and resources? They can't.

Missing information on product features, cost, and promotions leads to missed opportunities on the cross-selling and upselling of related products too.

Store associates who can answer customers' questions and are knowledgeable can generate a 123% increase in sales revenue at their store.[7]

Product Availability

Online shopping has one big advantage: its vast selection of products and availability.

Individual stores are limited in how much product they can fit on shelves and stockrooms. If your employees can't access inventory beyond your storeroom, a potential customer could end up taking their business to a competitor. But imagine if associates could check inventory at alternate store locations and hold, purchase, and ship items while talking to the customer in-store?

91% of consumers say a positive customer service experience makes them more likely to make another purchase.[8]

Higher revenues start with more sales opportunities

How can you mobilize success in your store?

Smart mobile solutions are already helping stores amp up sales by empowering employees to deliver more value and convenience to customers on the shop floor.

In the following pages, you'll learn how new tools and capabilities can help you increase selling opportunities while boosting customer satisfaction and loyalty.

Knowledge is Power

**Imagine if insight guided every in-store interaction with customers.**

Consumers have grown used to companies knowing and catering to their specific wants and needs. A higher level of personalization, powered by algorithms that offer products "chosen by people who shopped for similar items" and abandoned cart email discounting, is also one of the biggest reasons many consumers prefer to shop in stores versus online.

Smart mobile solutions allow your associates to access relevant customer data, including online and in-store purchase history, interactions with customer service, and a host of other information. Associates can now also make a note of insights they gather on the shop floor, such as sizes or brand preferences, and make timely cross-sell and upsell suggestions.

Smart mobile solutions can be used to capture and analyze an even broader range of data, allowing frontline workers to draw insights from relevant online and offline customer activity to provide more relevant shopping assistance. A sales associate at a car dealership, for example, can access information about a customer's past vehicle purchases, after-market buys, service contract information, and even social media interactions to better understand their purchase priorities and preferences. That insight can help the associate narrow the customer's vehicle search to close the sale more quickly and pinpoint key services and vehicle upgrades that the customer would find most appealing.

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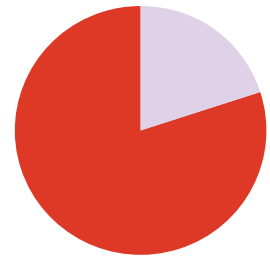
80% of consumers are more likely to make a purchase from a brand that provides personalized experiences.[9]
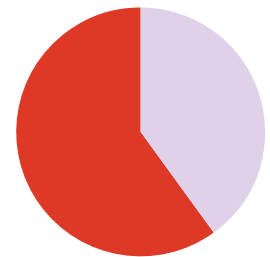
60% of consumers say they will likely become repeat buyers after a personalized shopping experience with a retailer.[10]
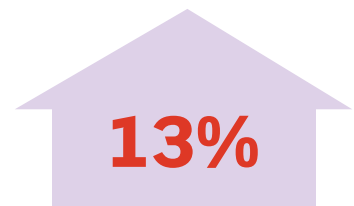
Make it Simple

What if you could let customers choose their own path to purchase?

By now, most consumers have purchased an item directly from a store employee without having to wait in long checkout lines at least once. But that's just one of the many benefits that a mobile POS (point of sale) device can bring. These smart solutions also allow employees to instantly view:

- product content, care, or composition

- customer reviews

- industry news and reviews

- relevant cross-sell and upsell suggestions

13%

Small businesses increase profit by up to **13%** when they implement mobile POS systems.[11]

Retailers are developing new apps to put even more control into the hands of in-store shoppers. One large fashion retailer, for example, has created a customer app that allows shoppers to scan items on display in the store and then view the item in the exact color, size, and style they want. Customers also can access product reviews, check if the item is available in-store, and instantly order the item online if it's not in-store, helping to save sales that might otherwise be irretrievable.

No More Out-of-stock Losses

Imagine if it was possible to always locate the right product. With mobility tools in hand, retailers no longer have to worry about losing a sale because a product isn't in stock. Mobile tools help stores create so-called "endless aisles" by enabling sales associates to view inventory from across the entire supply network, including other store locations, warehouses, and distribution centers, as well as online e-commerce sites. This way, associates can place orders for customers in-store, offer several convenient delivery options ranging from home-shipping to pick-up at a specific store.

Allowing customers to access real-time inventory information by connecting to live IoT data, stores can improve their sales. For example, a customer at an electronics store can use their own mobile device to locate the precise modem they want right down to the specific aisle and bin number. They can also see how many items are currently in stock in case the current display is empty while also checking product counts online and at other store locations.
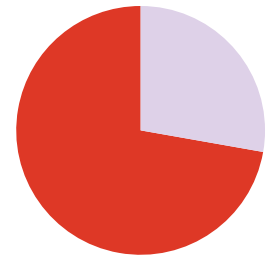
72% higher sales growth is experienced by retailers that equip associates with mobile devices for accessorizing, endless aisle, clienteling, and inventory managements.[12]
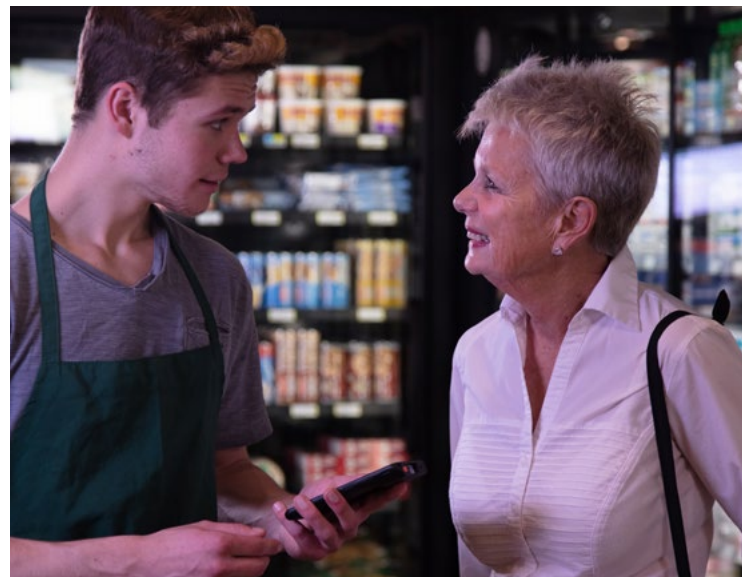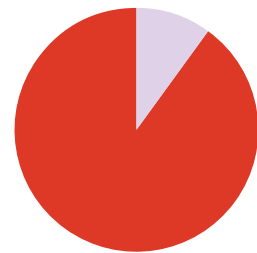
Getting in Sync with Customers

Connect with customers when it matters most.

Offer key product promotions, information, and messages at the exact moment customers are considering a purchase: that's exactly what pop-up ads do when a customer is browsing products online. Smart mobile solutions make that same synchronization possible within the physical store by connecting beacon and Wi-Fi technology with store-specific apps. This allows you to create geo-fences and other virtual prompts to push texts and other notifications to customers' mobile devices when they walk into specific areas of the store, notifying them of nearby sales or other promotions.

90% of consumers are willing to share personal behavioral data with companies for a cheaper and easier experience.[13]

Retailers can also use in-store mobile data to gain insight into current marketing and sales initiatives. For example, a grocery store manager can use in-store Wi-Fi technology to track customer shopping patterns and itineraries to determine the best location for promotional displays. For customers, this extra tailoring can help create a more satisfying shopping experience.

Mobile communication on your terms

Spectralink is your trusted partner in developing mobile communications that work for your business. Because we know each company is unique, we understand that your needs will be, too. We're with you whenever, wherever, and however your business needs us.

Based on years of close partnerships with retailers, we've developed solutions that help sales associates increase sales, stay productive and keep safe. Our secure, cost-effective mobile solutions allow your associates to provide high-quality, personalized customer service that helps grow your customer loyalty, your revenues and stand out from the crowd.

We want your frontline workers to keep using all their favorite productivity tools and new ones, so our solutions are designed to be completely interoperable and scalable to accommodate the needs of your growing business today and tomorrow.

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Why choose Spectralink?

Information in every format

Our Versity enterprise smartphones give associates access to a full range of productivity apps, customer insights, store-to-warehouse connectivity, enterprise-wide visibility, predictive analytics, and location-based marketing. Enable frontline workers to communicate seamlessly over voice, data, and video.

Interoperability

We work with the industry's largest ecosystem of application partners, so our solutions integrate easily with your existing systems. We also offer an open, Android platform for custom app development so you can introduce new tools as your business grows.

Security and compliance

To help you manage our devices and systems, we've developed AMIE®, a unique tool to centrally control your smart devices and infrastructure, diagnosing fleet issues before they impact your business. And you can rest assured your customers' information is secure as well because we partner with leading mPOS vendors to safeguard their sensitive data and payment details.

Worker Safety

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 solutions are purpose-built for the demands of your industry. Our handsets are ideal in any environment, tough enough to withstand falls and compression and featuring swappable batteries so devices can work across shifts.

With over 30 years of experience in the retail sector, we're confident that our award-winning solutions can help you increase sales, improve communications and protect workers. With Spectralink, we make mobility work for retail.

Discover how we can support you:

TALK TO SALES

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