



SHOP FLOOR SUCCESS

Say “Hello” to Enterprise Mobility

spectralink 



IN-STORE COMMUNICATIONS

Easier P2P, manager-to-staff; HQ-to-Store communications

INVENTORY VISIBILITY

Barcode scanning for transparency and adaptability

PRODUCTIVITY

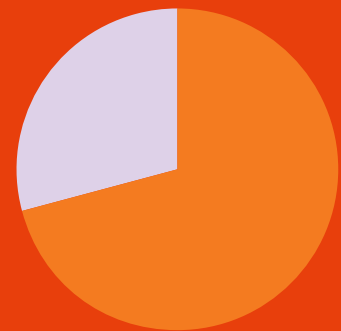
Help associates respond to customer needs faster and more effectively

SAFETY FIRST

Tools and networks to keep staff and customers safe at all times

Research shows that shoppers who interact with store associates are 43% more likely to purchase an item, and a huge 71% of customers admit to feeling frustrated by impersonal shopping experiences¹, indicating there is still a huge opportunity for sales conversions if store associates are involved.

Empower your store associates with a single, powerful, and versatile mobile solution from Spectralink for all their needs.



71% of customers admit to feeling frustrated by impersonal shopping experiences

Productive Stores and Staff

Spectralink gives you and your store associates the technology to do more, all with just a single device.

Put all your productivity apps and communication tools into your team's hands with an all-in-one solution featuring:

- **Unified Communications (UC)**

Unified Communications connects associates with customers, colleagues, management, the supply chain, and all the apps they need to be productive. Spectralink works with technology leaders across the globe to deliver best-in-class enterprise mobility solutions that integrate directly with leading Unified Communications (UC) platforms, including all major PBX and IP-PBX providers

Spectralink's device portfolio offers a range of flexible communications tools. They enable workers to communicate in-store over Push-to-Talk, to connect landline callers to consultants via group or video calls, and to speak with other stores or HQ, all from a single device. Add the built-in barcode scanner and do away with a tool-belt of devices for good (landline, walkie-talkie, barcode scanner, etc.).

- **All your workflow apps in one place.**

Make the most of all your productivity apps on your new device to automate tasks management, clienteling, BOPIS activities, inventory lookup, point-of-sale, and more.

Spectralink's proven interoperability with the leading enterprise-class Wi-Fi access points gives customers more flexibility to keep using their existing technology and choose the best-in-class solutions that meet their needs.

- **Personal safety**

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.

As e-commerce continues to grow, consumer demands of the in-store experience and productivity pressures mount.



Shop Floor Success

Apps that keep you connected

Voice-Critical Communication



Spectralink's own SIP telephony application, Biz Phone, uses Wi-Fi telephony connected through wireless LAN for communication. For DECT environments, ZoomPhone and other UCaaS platforms integrate for high-quality voice communication.

Our technology allows your frontline workers to manage multiple active calls, transfer, forward, conference calls, do not disturb, voicemail, and more.

There are also plenty of audio options, including:

- **Receiver**
- **Bluetooth**
- **Speakerphone**
- **Headset**



To ensure voice is always crystal clear, we've developed a proprietary VQO (voice quality optimization) application that has been optimizing audio call quality from Spectralink or third-party dialers for many years.

Efficiency



Thanks to PTT (Push-to-Talk), your workers can subscribe to up to 25 channels while always prioritizing emergency calls. With off-transmit or listen-only options for each channel, as well as programmable Caller ID, workers have a full range of options to keep them productive.



Crucial for the retail environment, Spectralink offers a built-in scanner with Barcode supporting 1D and 2D scanning with high speed, accurate capture.



We know that users need to be flexible and adapt their work tools to suit their specific tasks and workflows. That's why Spectralink features 6 programmable buttons that each user can program according to their needs and preferences: left side, right side, top (red), fingerprint on back, volume up, and volume down. These buttons can be assigned to home, back, menu, scanner, PTT, alarm, fingerprint, volume up or down, or "run application".

Safety for all frontline workers



Spectralink is the only enterprise mobility solution that includes tools to protect your staff in case of danger. Our SAFE™ application can be deployed in lone worker situations or where stores require extra security and provides extra peace of mind in case of active shooter situations or other threats.

SAFE provides personal monitoring for man-down functionality, can call an emergency number from a panic button, interfaces with security devices, and allows customizable ringtones all from the one single device workers have on them at all times.



5 Ways To Amp Up Store Associate's Success

- **Unified Communications (UC) Increase Productivity**

Save time on training and keep using all the apps you know and love, grouped on to a single device.

- **Mobile Point of Sale**

Integrate your mPOS solution with our smart devices to reduce checkout time and avoid queues. You can even automate loyalty program rewards or enrollment.

- **Faster, Better Customer Service**

Consumers do a lot of research online, so provide frontline workers with the same opportunity to share information between departments and other stores, ensuring the customer gets timely, accurate information quickly.

- **Tailored Customer Experience**

There is no need to shepherd customers over to a busy till; with a built-in barcode scanner, get all the information your staff and their busy customers need to know right on your Spectralink device.

- **Protect Your Store And Your People**

Protect your store assets and keep your store associates out of harm's way with automated, intelligent security, and manager or emergency notification that's always at hand.

Discover what's possible with Spectralink

We've been making mobility work for retailers for over 30 years, successfully helping to enhance store communications, improve productivity and increase safety for frontline workers while also improving brand loyalty and your bottom line.

Visit www.spectralink.com to learn more.

SOURCES

¹ Cegid, [Stores the New Way](#), 2021.





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.

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