

# REINVENTING RETAIL: FROM THE STOCKROOM TO THE SHOWROOM



# TAKING RETAIL AUTOMATION TO NEW HEIGHTS

With rugged devices, you can simplify, enrich and customize the shopper experience to meet the demands of today's savvy, empowered customers.



## ASSISTED SELLING

Retailers are arming workers with hand-held computers to augment the human touch and turn sales associates into product experts and consumer advocates with access to buyer history, spending levels, lifestyles and product information.

### The Results:

- Personalize the shopper experience
- Increase sales and customer satisfaction
- Grow upsell and cross-sell opportunities

More than six in 10 shoppers are willing to purchase more merchandise with improved customer service. (Source: Zebra 2015 Global Shopper Study)



## INVENTORY MANAGEMENT

Every store becomes a distribution center when you leverage the power of micro-locationing, video, RFID and mobile computers to ensure that associates always have real-time, enterprise-wide inventory status.

### The Results:

- Highly accurate omnichannel inventory visibility
- Better business insights
- Smarter decisions



## PRICE MANAGEMENT

With mobile computers and printers, retailers boost worker productivity and bring a new level of speed, scale and immediacy to merchandise pricing.

### The Results:

- Seamless pricing updates
- Unlock untapped revenue potential
- Competitive differentiation

Stat: **60%** of consumers cite pricing as the most important characteristic of their favorite retailer. Source: PwC Total Retail Survey





### STAFF COMMUNICATIONS

Integrated voice and data communications are essential to effectively coordinate tasks and work orders, send text messages—and initiate, route and escalate calls—to optimize staff productivity and customer service.

#### The Results:

- Effective in-store communications for all workers
- Improved staff productivity
- Enhanced shopper experience



### CLICK-AND-COLLECT

A hefty **65%** of shoppers who pick up their online purchases end up buying additional products once they're in store. Mobile devices enable associates to easily scan, pick and pack merchandise for pickup.

#### The Results:

- Seamless service to multichannel customers
- Increased customer satisfaction
- New upsell opportunities



### CHECKOUT

With mobile POS solutions like scanning, signature capture and payment device technology, the checkout experience can actually improve customer satisfaction.

#### The Results:

- Reduce wait times and abandoned visits
- Improve associate productivity
- Personalize customer experiences

**66%** of consumers are more likely to shop at retailers offering an in-store mobile technology shopping experience.

(Source: SOTI)



# A Powerful Portfolio of Mobile Solutions

Zebra's enterprise-grade mobile computers, printers and scanners can help retailers simplify and enhance the store experience, reduce operating costs and beget new revenue streams. With instant connectivity, superior reliability and ease of use, our solutions are engineered to meet the performance and security needs of today's retail world.



## TC52 MOBILE COMPUTER

Get the ultimate in enterprise-class touch computing with the look and feel of the most popular consumer-style smartphones.



## EC30 ENTERPRISE COMPANION

Provide the right mobile connections — at the right price — for today's unconnected associates.



## MC3300 SERIES MOBILE COMPUTER

Streamline processes and improve productivity in the warehouse or back of the store with the lightweight, versatile, key based MC3300 Android handheld computer.



## DS8100 SERIES HANDHELD IMAGER

Give shoppers the ultimate checkout experience with unprecedented scanning performance on 1D/2D barcodes, productivity enhancing tools and unrivaled manageability.



## ET51 TABLET COMPUTER

Satisfy associates demands for consumer styling and your needs for enterprise-class durability, security, data capture and flexibility with the Android- or Windows-based ET51 tablet.



## ZQ600 SERIES MOBILE PRINTER

Boost associate productivity, improve inventory management and customer service with the ZQ600 premium mobile label and receipt printer.



Contact an Account Manager for more information.  
1.800.800.0014 ■ [www.connection.com/Zebra](http://www.connection.com/Zebra)