Elevate your brand.

Elevate your customer experience.

Elevate your business.

Your Challenges are Complex. Honeywell Can Help.

Today's retailers recognize the need for an effective omni-channel strategy. Thanks to digitally connected consumers, the mantra, "the customer is always right," could well be coined, "the customer is always empowered." As a result, the multichannel business model has reached a tipping point. Individual business silos must work together to satisfy demand for a unified and seamless customer experience across all channels. For brick-and-mortar retail professionals, the omni-channel strategy requires technology solutions designed to grow top-line revenue – solutions that extend marketing initiatives to the consumer smartphone, integrate with e-commerce, provide greater mobility and data visibility, and improve the customer experience. **That's where Honeywell can help.**

Creating the Perfect Customer Experience

Shoppers today use multiple channels to buy merchandise – ever more of it online. As a result, innovative retailers are enhancing their online presence and leveraging the shopper's mobile phone to increase shopping visits, both online and in-store. It's all about creating the perfect customer experience, building a loyal customer base, and growing a more profitable business.

Connecting with the Mobile Shopper
While empowering consumers, mobile technology has also been the driving force in reshaping retail customer engagement and the customer experience. In fact, **customer engagement** is one key to ensuring your omni-channel strategy is a success.

Honeywell iOS sleds and mobile computers help to ensure your business is equipped to thrive in today's dynamic retail environment. Mobile staff can now have easy access to information about product, price, promotion and stock, enabling them to provide guided selling and accept payment from anywhere in the store, or even from remote locations. These value-added services enrich the customer's shopping experience and increase your potential for greater share of wallet.

Honeywell's industry-leading imaging technology streamlines your mobile marketing programs.

- Identify shoppers and their coupons at the point of sale via easy-to-implement 2D bar codes displayed on their smart devices – improving the shopping experience and top-line revenue.

- Expand your loyalty program by quickly and accurately enrolling shoppers at the point of sale – proven the most effective time and place to extend a loyalty program offer.

- Quickly acquire customer information with a scan of a driver's license. Honeywell 2D imagers with EasyDL® software make it simple, while minimizing the impact on average checkout time.

And whether your checkout clerks use a handheld scanner, a presentation scanner or an in-counter bioptic scanner, or your shoppers self-scan mobile bar codes, Honeywell has a solution to elevate performance and the customer experience right now.

What Consumers are Saying About:
In-Store Mobile Engagement

Customer engagement works...
According to the CFI Group, **consumers who are engaged** by mobile device-wielding associates are far more likely to **spend more** and **evangelize the brand**.[1]

55% of 18-to-44 year-olds say they're likely to favor a store
with advanced mobile capabilities.[1]

Shoppers desire experiences with device-enabled associates...[2]

Very important:

Check special offers/promos	64%
Check inventory at other stores	58%
Provide loyalty program lookup	56%
Identify compatible products	42%
Check product preferences	40%
Provide product information	38%
Provide purchase history	38%

Operations

From the multi-modal warehouse to the sales floor to the checkout counter, Honeywell solutions help you realize the full potential of your people, time, assets and information.
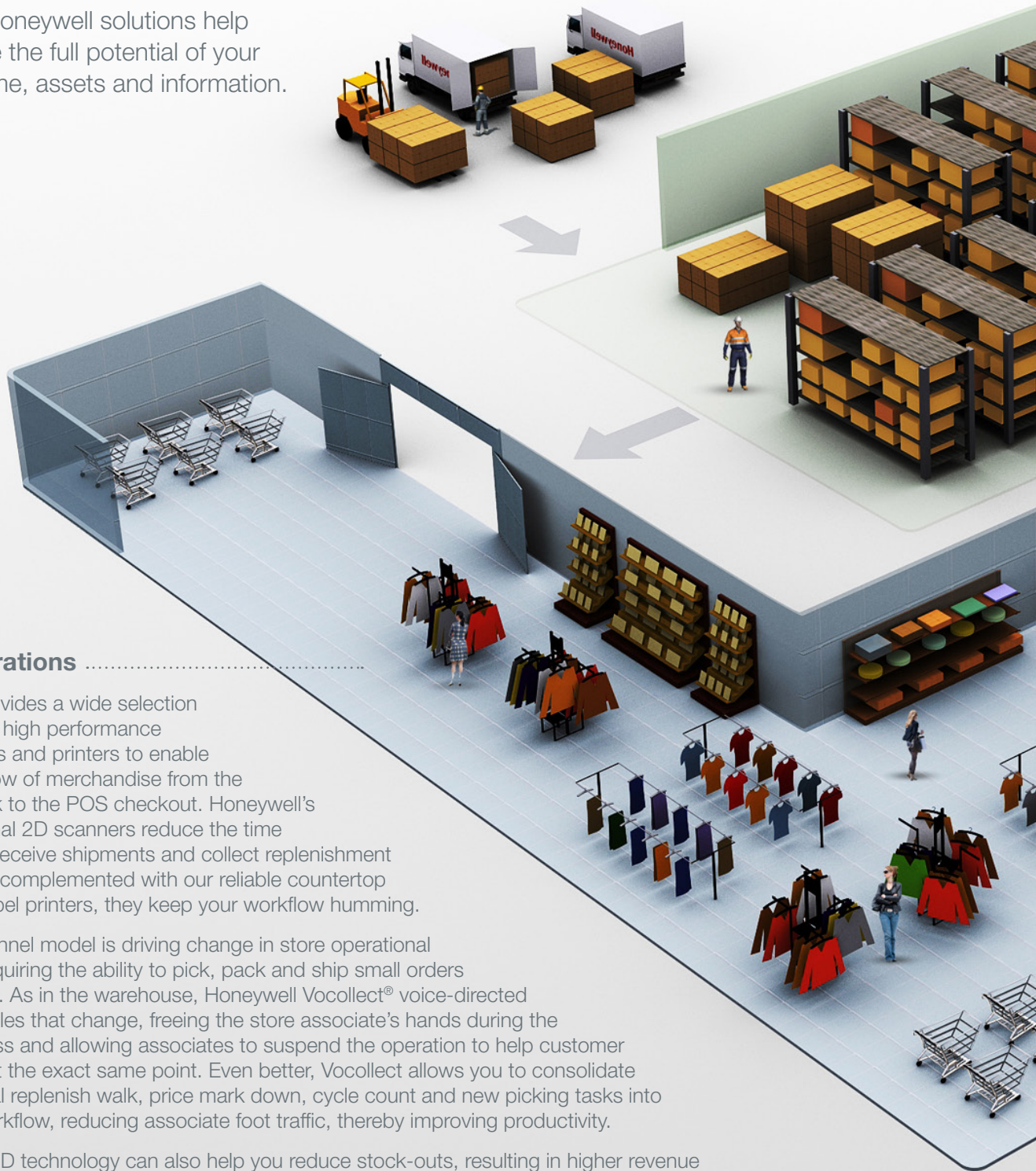
Store Operations

Honeywell provides a wide selection of ergonomic, high performance mobile devices and printers to enable the smooth flow of merchandise from the receiving dock to the POS checkout. Honeywell's omni-directional 2D scanners reduce the time necessary to receive shipments and collect replenishment orders. When complemented with our reliable countertop and mobile label printers, they keep your workflow humming.

The omni-channel model is driving change in store operational workflows, requiring the ability to pick, pack and ship small orders from the store. As in the warehouse, Honeywell Vocollect® voice-directed software enables that change, freeing the store associate's hands during the picking process and allowing associates to suspend the operation to help customer and resume at the exact same point. Even better, Vocollect allows you to consolidate your traditional replenish walk, price mark down, cycle count and new picking tasks into one single workflow, reducing associate foot traffic, thereby improving productivity.

Honeywell RFID technology can also help you reduce stock-outs, resulting in higher revenue and better improving the customer experience. Honeywell's RFID technology can automatically track the movement of merchandise from the back room to the display floor, and allows more frequent cycle counts that close the gap between virtual and actual store inventory.

Warehouse/Distribution Center

The omni-channel model is driving change in the warehouse and distribution center as much as in the store. Logistics centers are adapting to new ship-to-consumer requirements, picking and packing individual items in much smaller quantities. With Honeywell, you'll have a complete portfolio of hand-held and fixed mount mobile computers; fixed long-range imaging scanners to optimize your receiving, picking and putaway workflows.

Honeywell's Vocollect voice-directed software frees both hands of the associate to handle individual items more efficiently. Finally, Honeywell's high performance 2D countertop scanners allow your associates to validate every item packed into small consumer shipments, eliminating mis-shipments and their associated loss in profit margin.
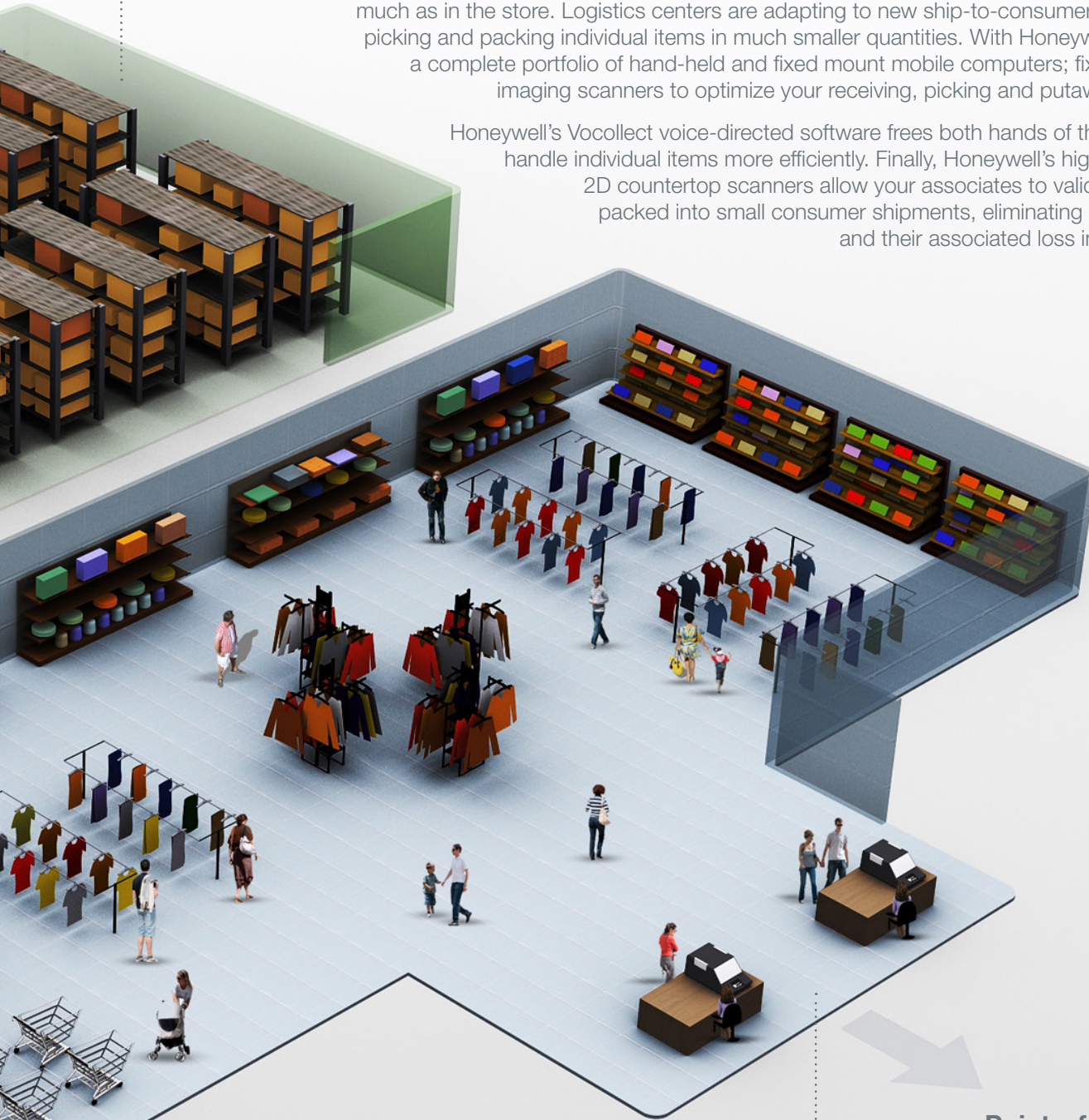
Point-of-Sale (POS)

At retail checkout, you can win or lose a customer – sometimes forever. A superior customer experience is what distinguishes innovative and successful retailers from the pack. In the past, a customer may have been willing to wait five minutes at checkout. Today, he or she is likely to tolerate less than two minutes. That makes speed and accuracy for retail scanning critically important to the customer experience – and your bottom line.

At Honeywell, we understand this challenge. That's why we've developed a wide range of high-performance handheld, hands-free, and in-counter bioptic retail barcode scanners – solutions that are helping many of the world's leading retailers to minimize shoppers' checkout time, automate loyalty program enrollment and age verification, and unlock the full potential of omni-channel mobile marketing.

Honeywell Retail Solutions

Increase store productivity – from the front end to the back end – with Honeywell's leading retail solutions. From handheld to hands-free to bioptic scanners, Honeywell has point-of-sale applications covered. Our point-of-sale scanners help retailers enhance their mobile marketing initiatives, leading to increased customer satisfaction and profitability. For in-store and back-end applications, Honeywell mobile computers and enterprise sleds are a smart choice. With wireless connectivity that enables real-time access to critical information such as pricing and inventory, our solutions help retailers improve profitability by reducing the total cost of ownership.

	Mobile Computers					Enterprise Sleds for iOS®			RFID	
	Dolphin™ 60s	Dolphin™ 70e	Wearable Solution	CK3R	Dolphin™ 7800	Captuvo SL22	Captuvo SL42	Captuvo SL62	CN70 RFID	IF2
Warehouse / DC	●	●	●	●	●				●	●
Store Operations	●	●		●	●	●	●	●	●	
Point-of-Sale	●	●	●	●	●	●	●	●		

	Handheld Scanners				Hands-Free Scanners		In-Counter Scanners
	Voyager 1202g-bf	Voyager 1400g	Voyager 1450/1452g	Xenon 1900/1902g	Genesis 7580	Vuquest 3310g	Stratos 2700
Warehouse / DC			●	●			
Store Operations							
Point-of-Sale	●	●	●	●	●	●	●

	Mobile Printers			Desktop Printers	Industrial Printers	
	PB22	PB32	PB50	PC43t	PD43c	PM43
Warehouse / DC		●	●		●	●
Store Operations	●			●		
Point-of-Sale				●		

All retail organizations have challenges.

The best have Honeywell solutions.

Elevate the customer experience. Elevate your business. Only Honeywell offers a complete portfolio of integrated retail workflow solutions to deliver what your organization needs: *Results.*

Contact us today to find out how your retail business can thrive with Honeywell.

Connection
we solve IT

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