



**ZEBRA**



SOLUTION GUIDE:

## **Better In-Store Shopping With Enterprise Solutions**

**ENHANCE CUSTOMER SERVICE AND  
OPERATIONAL EFFICIENCY**



## THE CHALLENGE:

# BRING NEW VALUE TO THE IN-STORE SHOPPING EXPERIENCE

As consumers have grown accustomed to more shopping choices in our connected world, they have permanently raised the demands they make of retailers. Now, retailers must offer a compelling new value proposition to entice them to make the trip to a brick-and-mortar store.

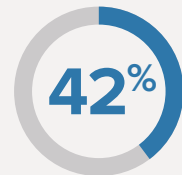
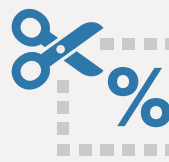
Retailers are adding new value to their stores by changing them into experiential, entertainment, product discovery, advice and fulfilment centres — an evolution that's also dramatically transforming the store associate's role.

Fortunately, most consumers continue to shop in brick-and-mortar stores, largely because they want personalised service from store associates. Though consumers might not buy and take merchandise home during the trip, they do expect the opportunity to make a selection and place an order. Before making the journey, they need to be sure that they can complete a purchase, either from the store or online, and take possession as quickly and conveniently as possible.

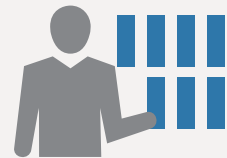
In-store associates reportedly fail to answer shoppers' questions half the time<sup>1</sup>, which clearly makes this an area of opportunity to catch up with consumer expectations. In a recent study, more than half of surveyed retailers stated that shoppers are better connected to information than store associates<sup>2</sup>.

Having associates focus on restocking shelves and interacting with shoppers only at the point of sale is no longer good enough. The associate makes the in-store shopping experience better by offering personalised choices and by helping shoppers purchase sought-after merchandise and receive it in a convenient manner.

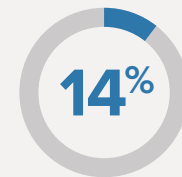
## EMERGING SHOPPER PREFERENCES



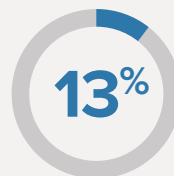
Looks for sales and discounts most of the time



Enjoys browsing even if they don't make a purchase



Returns to familiar stores



Shops only for what is needed

2018 Shopper Vision Study, Zebra Technologies<sup>2</sup>

<sup>1</sup> Conick, Hal. "The End of Retail (As We Knew It)," Marketing News, September 2017, pp. 41-47;  
<sup>2</sup> 2018 Shopper Vision Study, Zebra Technologies

## THE SOLUTION:

# SEAMLESS CONNECTIVITY BETWEEN THE STORE AND THE ENTERPRISE

Empowered by connectivity, consumers have forced retail operations to keep up with more-informed expectations. In this environment, retailers need more immediate insight into their own enterprises so that they can respond to shoppers' demands more quickly.

Zebra offers an entire portfolio of retail solutions that create a seamless connection between individual stores and the enterprise, and between retailers and shoppers, giving retailers better responsiveness to shoppers.

One of the most important ways to forge stronger, more immediate ties between a store and the retail enterprise is to place better technology on the “front line” — in the hands of store associates. Because they have the first interactions with shoppers, associates have tremendous potential to make in-store experiences special — if they have the tools they need to complement the connected shopper's smartphone-enabled shopping access.

By equipping associates with Zebra's mobile enterprise technology such as handheld mobile computers, retailers also make store operations more efficient while delivering great shopping experiences. These technology-equipped associates have better, more immediate visibility into real-time information that benefits shoppers. Zebra retail technology solutions improve store operations and provide better shopper experiences with purpose-built, multi-use devices.

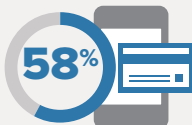
**60%** of shoppers say store associates who use mobile devices for customer assistance improve their shopping experience



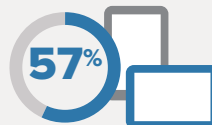
STORE ASSOCIATES WHO USE MOBILE DEVICES IMPROVE SHOPPING JOURNEY (% AGREE)



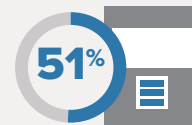
**Handheld mobile computers with scanners**  
read barcodes for pricing and availability



**Mobile point-of-sale devices**  
scan and accept credit or debit payments anywhere in the store

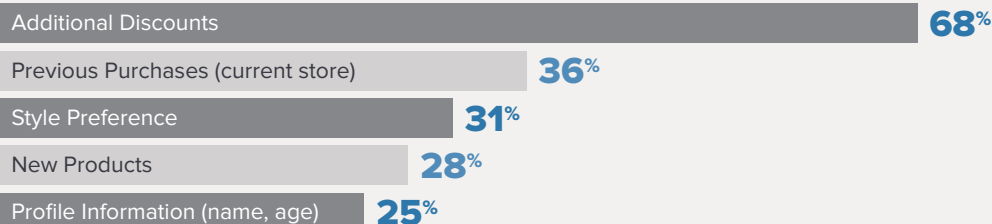


**Tablets**  
engage with shoppers and provide more detailed product information



**Kiosks or stationary information terminals**  
price checking and availability information

I WANT STORE ASSOCIATES TO USE TECHNOLOGICAL DEVICES TO IMPROVE THEIR SHOPPING EXPERIENCE BY HAVING ACCESS TO:



# Zebra's Retail Technology Applications

## POINT OF SALE

Handheld barcode scanners used at checkout affect a store brand more than a retailer might realise. Quick data capture at checkout keeps lines moving and keeps shoppers happy. In contrast, low scanning accuracy leads to rescanning, manual SKU entry and lengthy shopper waiting time.

Zebra scanners are designed for the multi-format barcode capture functionality that retail demands. They use scanning technology to quickly and reliably capture barcode data in 1D and 2D and other formats, from both labels and mobile phone displays, and from various angles.

Handheld mobile computers with scanning capability enable the associate to build considerable brand loyalty by offering the shopper the convenience of on-the-spot checkout. Letting the shopper know that they can check out even before they've decided to get in line and buy an item is another way to increase the odds of a sale. Purpose-built Zebra mobile computers scan item barcodes and process credit card payments anywhere on the store floor. The card information is encrypted and sent over the store's wireless LAN (WLAN) for instant processing and authorisation.

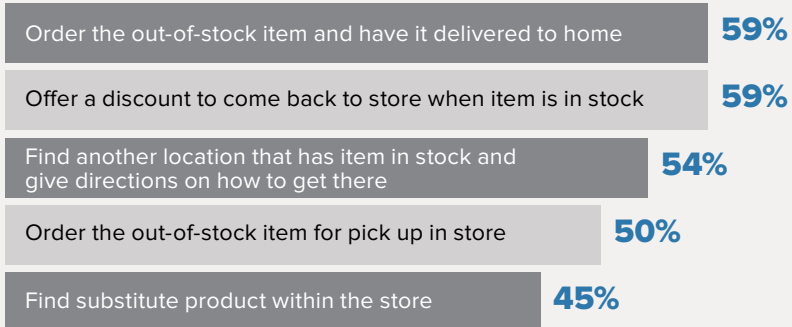
The associate can use the mobile computer to email the shopper the sales receipt. Or, if the shopper prefers, the associate can provide a printed receipt right on the spot by sending sending to a Zebra mobile printers.



Printing supplies such as labels impact efficiency. For example, when a price label loses adhesion to a package, the associate needs to key in the SKU. Zebra's certified supplies are manufactured for Zebra printers and tested to ensure the highest print quality and performance.

## MOBILE TECHNOLOGY HELPS RETAILERS RECOVER POTENTIAL LOST SALES

### LIKELIHOOD OF SHOPPERS TO MAKE PURCHASE BEFORE LEAVING STORE



### LEADING CAUSES OF DISSATISFACTORY IN-STORE SHOPPING JOURNEYS

- #1 Returns, exchange process
- #2 Product prices
- #3 Availability of coupons, special offers, discounts
- #4 Sales associate availability and customer service

<sup>1</sup> Conick, Hal. "The End of Retail (As We Knew It)," Marketing News, September 2017, pp. 41-47;  
<sup>2</sup> 2018 Shopper Vision Study, Zebra Technologies

## COUPONING AND LOYALTY

Today's shopper is as discount-minded as ever because they have more choice than ever. Coupons and loyalty programme benefits will continue to drive store traffic, but bad discount redemption experiences will keep shoppers from returning to a store. These experiences are the third most common reason for dissatisfactory in-store shopping journeys.<sup>3</sup>

The condition of printed coupons that some shoppers bring in is highly variable and some are displayed on smartphones for redemption. The Zebra portfolio includes many handheld, on-counter and hands-free scanners that accurately capture data from low-quality or damaged barcodes, and barcodes displayed on consumer device screens, to keep lines moving.

Loyalty programme cards imprinted with your store logo are an impactful branding tool. Zebra has several printers that rapidly and consistently produce clear, sharp cards with four-colour brand imagery.

Printing supplies impact your printhead lifespan and operational efficiency. Zebra Certified Supplies are designed, manufactured and rigorously pretested to optimise the performance of your Zebra printer.

## CLICK AND COLLECT

"Click and collect," i.e., buying online and picking up in store, is an increasingly popular fulfilment method that earns tremendous shopper loyalty when it's well executed. A range of Zebra products and partner software enables the associate to inventory items, locate orders, pick the items and fulfil the orders efficiently and cost effectively.

Accurate inventorying of items in receiving is the first step in the process. The associate can use the scanner built into their handheld mobile computer or a handheld scanner to read a barcode or RFID tag. The associate also can use these devices to locate and pick items, and fill orders.

Zebra also has a wide range of mobile and desktop printers for printing price and shipping labels or sales receipts.

Self-service kiosks reduce lines and shoppers' waiting time while easing retailers' staffing requirements. Zebra interactive table-style kiosks, which feature user-friendly Android OS interfaces, empower shoppers to look up item information, check prices, access personalised coupons and even check out. The built-in scanners reliably process 1D, 2D and GS1 barcodes to minimise checkout time.



<sup>3</sup> 2018 Shopper Vision Study, Zebra Technologies



## INVENTORY MANAGEMENT

Zebra solutions can be customised to give associates real-time visibility into merchandise inventory so that they can get shoppers the items they want in the shortest possible time. For retailers, the benefits include optimal inventory levels accurate merchandise pricing, and less waste and shrinkage. These solutions include:

- **Handheld barcode scanners:** The associate can easily scan shelves, check inventory and determine when it's time to replenish merchandise. Zebra barcode scanners are designed to rapidly and accurately capture damaged or poor-quality barcodes in 1D, 2D, GS1 and other formats.
- **RFID hardware and systems:** RFID boosts cycle-counting efficiency and improves inventory accuracy across the supply chain. Zebra RFID printers enable retailers to print tags in various formats, from item-level hang tags to case labels. We have handheld, hands-free and fixed RFID scanners that suit retailers' unique needs. Zebra RFID antennas automate tag scanning, which increases enterprise-wide inventorying efficiency.

The Mobility DNA software ecosystem has business, productivity and management tools that convert Android OS into a powerful purpose-built retail enterprise platform.

## STAFF ENABLEMENT

Equipping your store with Zebra staff enablement solutions improves communication between the store manager and associates as well as teamwork amongst associates. Zebra devices such as handheld mobile computers are a key part of the staff ecosystem:

- Zebra's Mobility DNA software ecosystem converts the Android OS into a powerful enterprise platform that drastically streamlines store operations and enhances associates' productivity. Mobility DNA is engineered to offer advanced enterprise mobility that improves the performance of your workforce, managers, IT staff and developers. Mobility DNA business tools maintain seamless reliable enterprise-wide connectivity and robust new communication capabilities. Productivity tools enable enterprise applications that dramatically increase efficiency, e.g., SimulScan, which automates document capture. Management tools provide real-time visibility into the retail enterprise by centralising control of enterprise devices.



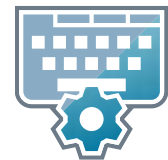
**ALL-TOUCH TERMINAL EMULATION**



**SIMULSCAN**



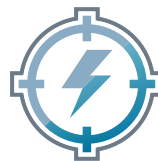
**SWIPE ASSIST**



**ENTERPRISE KEYBOARD**



**DATAWEDGE**



**POWERPRECISION**



**DEVICE DIAGNOSTICS**



Enabling communications with Zebra's Mobility DNA Workforce Connect application gives enterprise mobility devices communication capability in multiple modes: network-optimized voice, push-to-talk and text. For example:

- Workforce Connect Voice is a flexible Voice over IP (VoIP) telephony client that can add private branch exchange (PBX) functionality to Zebra mobile computers. It also enables associates to communicate internally and answer calls from outside the store over a private enterprise network from anywhere in the store
- Workforce Connect Push-To-Talk (PTT) Express enables PTT communications with associates throughout a store via different devices over Wi-Fi
- Using both Wi-Fi and cellular networks, Workforce Connect PTT Pro gives associates one-to-one, site-to-site and group PTT capability.
- The store manager can use Workforce Connect Enterprise Messaging to send personalised texts with direction on managing stock or promotions, for example, to associates on a given day.



Zebra's Mobility DNA Workforce Connect application gives enterprise mobility devices communication capability in multiple modes: network-optimised voice, push-to-talk and text.

### SMARTLENS FOR RETAIL OFFERS POWERFUL INSIGHT

Information is power. The retail environment is dynamic and store managers can optimise the performance of assets, merchandise and staff when they have real-time access to them. Zebra designed the SmartLens for Retail solution with this in mind.

SmartLens combines sensors, a data analytics engine and intuitive graphical user interfaces to automatically sense and record the location and movement of virtually everything within a store. The sensors use multiple technologies, including RFID, micro-locationing and video to give retailers insight into the items that are in the most demand so they can keep them in stock.

Not available in all countries. Contact your Zebra representative for availability.



## Technology and Employee Retention



Store associates tend to be more satisfied with their work when they have tools that facilitate great shopper experiences and empower them to work as efficiently as possible. Many employees entering the workforce consider technology utilisation to largely reflect their lifestyles. They'll be more motivated to excel if they're given updated technology.

Today's workers want mobile devices that are every bit as contemporary and easy to use as their smartphones. Zebra designs mobile computers to look and feel like consumer smartphones, yet incorporate the enterprise-class features, power, security and manageability their work requires. They're built to run on Android — the world's most popular mobile operating system already familiar to eight in 10 smartphone owners.

## A Comprehensive Ecosystem of Retail Solutions



The leader in retail enterprise mobility, Zebra gives front-line associates a performance advantage with a comprehensive portfolio of purpose-built devices from mobile computers to barcode scanners to RFID scanners to mobile printers. The devices can be customised to fit each retailer's needs and budget.



The devices are designed to work with a variety of software options ranging from Zebra's Independent Software Vendor (ISV) network, software that comes with the product and the retailer's in-house developers for maximum efficiency and effectiveness in multiple use cases in the front or back of the store. Zebra's enterprise-class [manageability](#), [connectivity](#) and [security](#) features enhance the devices' Android operating system.



Zebra OneCare Support Services ensure predictable hardware performance and continuous operation while eliminating unbudgeted repair expenses. Retailers can choose from several service levels to align with their service requirements and budget. Additionally, Zebra's market-leading partner community leverages a broad array of devices, software and services into solutions that are customised to retailers' unique needs.





## About Zebra Technologies

Zebra provides unparalleled operational visibility for enterprises to become as smart and connected as the world we live in. Real-time information – gleaned from visionary solutions including hardware, software and services – gives organisations the competitive edge they need to simplify operations, know more about their businesses and customers and empower their mobile workers to succeed in today's data-centric world.

**LEARN HOW ZEBRA ENTERPRISE MOBILITY CAN ELEVATE THE IN-STORE SHOPPER EXPERIENCE TO NEW HEIGHTS AT [WWW.ZEBRA.COM/RETAIL](http://WWW.ZEBRA.COM/RETAIL)**



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