SOLUTION GUIDE:

Providing Better Grocery Shopping Experiences

GREATER ENTERPRISE CONNECTIVITY PRODUCES OPERATIONAL EXCELLENCE

CREATE A MORE EFFICIENT AND CONVENIENT SHOPPING EXPERIENCE

More choices in today's on-demand, consumer-centric economy have only intensified longstanding grocery shopper priorities such as efficient checkout, minimal hassle and convenient in-store services that add value. To remain competitive, grocery retailers and wholesalers need to adapt to this environment by making their stores and operations more consumer-centric than ever.

MATCH SHOPPER CONNECTIVITY

Greater connectivity has speeded up access to information that drives purchase decisions and made many consumers more discerning. The overall impact of online browsing and shopping on consumer behaviour in recent years is undeniable.

• About half of shoppers use their mobile device at some point in their grocery shopping, particularly in the planning phase.[1]

• Increasing store and associate connectivity is an area of opportunity in the grocery segment. In a recent study, more than half of surveyed retailers stated that shoppers are better connected to information than store associates.[2]

• Many grocery retailers are reacting to the need for greater store connectivity with their financial resources. In a November 2017 study, a clear majority of grocers—85%—believe that developing their own digital capabilities should be placed at the top of their technology investment priority list over the next 18 months.[3] Some major retail grocers are making larger investments in "click and collect," i.e., buying groceries online and picking them up in the store, or ordering online for delivery.[4]

MORE EFFICIENT STORE OPERATIONS

In an environment that is increasingly competitive and consumer-centric, brand loyalty seems more elusive for retailers than ever before. Given a decline in the overall number of shopping trips in recent years[5], grocers have an opportunity to mitigate the impact of this trend by increasing the basket size on some shopping trips if they can provide a more efficient experience.

More efficient store operations lead to more efficient shopping trips. Basket complexity, checkout scanning, couponing and loyalty programme management are barriers to efficient shopping, which can cause long waiting times in the checkout line. Some shoppers want convenient alternatives, such as self-service and click and collect, which enable them to avoid traditional checkout lines.

Barriers to customer satisfaction exist in the supply chain as well. Wholesalers and retailers carry complex inventories to respond to consumer demand for unprecedented choices in grocery items. Inventory complexity adds complexity to food safety management. Additionally, grocery facilities are somewhat harsh environments with dynamic item movement that often causes damaged or dirty barcodes, and some items require cold or frozen storage conditions. The combination of complexity and conditions make maintaining accurate inventory a challenge.

When shoppers can't find items they want, or they have to spend a long time at checkout, they are unlikely to return.

[1]"Kellogg's Mobile Across the Path to Purchase," 2014; [2] 2018 Shopper Vision Study, Zebra Technologies
[3]Joe Skorupa, "Embracing Digital Transformation," Progressive Grocer, November 2017;
[4]"So Far, American Grocery Shoppers Buck Online Shopping Trend," Gallup News Service, August 8, 2017
[5]"Creating Ties that Bind: Building Loyalty with Your Shoppers," Progressive Grocer, November 2015, page 8: Nielsen Homescan; UPC only

INVEST IN ENTERPRISE TECHNOLOGY FOR IMPROVED STORE OPERATIONS

Investing in enterprise technology improves operations and ultimately creates more consumer-centric grocery shopping experiences. Zebra solutions are purpose-built to improve the shopping experience in every area of grocery operations.

INVENTORY MANAGEMENT

Shoppers cite out-of-stock merchandise as one of the leading causes of in-store dissatisfaction.[6] Zebra solutions can be customised to provide real-time visibility into grocery inventory so that the items shoppers want are always in stock. For retailers, the benefits include optimal inventory levels and pricing, and less waste and shrinkage.

The associate can use a handheld barcode scanner to easily scan shelves, check inventory and determine when item replenishment is needed. Zebra barcode scanners are designed to rapidly and accurately capture damaged or poor-quality barcodes in 1D, 2D, GS1 standard compliant and other formats.

Barcode scanner-equipped Zebra handheld mobile computers give associates an equally effective scanning form factor to handheld scanners but with a familiar consumer smartphone-like design.

Zebra also offers mobile computers engineered for cold environments. Cold temperatures in coolers and freezers often slow down device operation, cause fogging of the display and scan window,

produce internal condensation and other problems that adversely impact customer service and total cost of ownership. (TCO) Zebra's cold chain portfolio includes handheld, vehicle mount and wearable mobile computers that are built to handle both high-condensation and subfreezing applications.

Lightweight, durable Zebra mobile printers enable associates to keep up with price updates by quickly printing price labels right from the store floor.

To increase inventory accuracy while reducing retailers' capital expenses, Zebra offers a self-directed inventory management Solution as a Service (SaaS). New customers get hardware, software, training and 24/7 real-time support. You send the hardware back to Zebra once an inventory or cycle-count event is complete. Existing customers run Zebra's inventory management software on their scanning devices. Customers receive assistance setting up communications systems and registering scanners, remote monitoring of each store's progress and, if needed, proactive event guidance. Customers pay on a per-event basis for the solution, which provides 98%-plus accuracy.

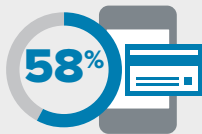[6]2018 Shopper Vision Study, Zebra Technologies

60% of shoppers say store associates who use mobile devices for customer assistance improve their shopping experience
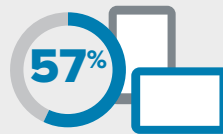
STORE ASSOCIATES WHO USE MOBILE DEVICES IMPROVE SHOPPING JOURNEY (% AGREE)

62%
Handheld mobile computers with scanners
read barcodes for pricing and availability

58%
Mobile point-of-sale devices
scan and accept credit or debit payments anywhere in the store
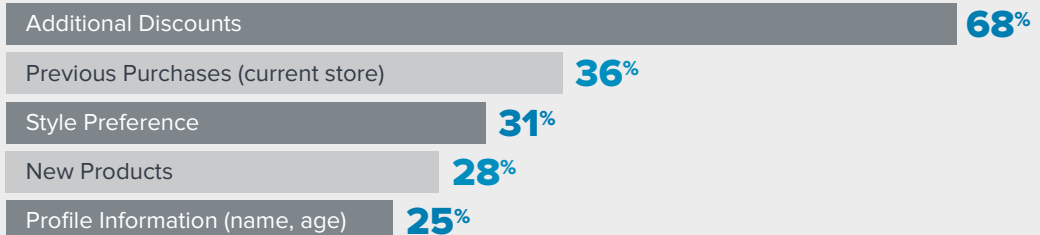
57%
Tablets
engage with shoppers and provide more detailed product information

51%
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:

Additional Discounts	68%
Previous Purchases (current store)	36%
Style Preference	31%
New Products	28%
Profile Information (name, age)	25%

POINT OF SALE

Busy shoppers want to get in and out of the store quickly. Checkout in a grocery store takes on added importance because it involves many process variables that can prolong waiting time and occurs near the end of the trip, for example, scanning item or coupon barcodes that are difficult to process, scanning loyalty cards and weighing produce.

The Zebra next-generation MP7000 multi-plane 1D/2D bioptic imager maximises throughput in both manned and self-checkout lanes and offers a low total cost of ownership. Featuring industry-leading imaging performance, the MP7000 reliably scans barcodes that are damaged, dirty or under plastic wrap, in addition to scanning images, utility bills, receipts and other items not on file. In addition, it has the capability to scan Digimarc® barcodes, which are invisible to shoppers, maximising scanning efficiency.

Retailers also benefit from the use of an optional integrated Customer Side Scanner. It empowers the shopper to simultaneously self-scan any impulse purchases from the checkout lane as well as scan loyalty cards and coupons printed on paper or displayed on their mobile phone.

Associates can use the MP7000's handheld companion scanners to easily scan barcodes on bulky and large items in the basket from behind the register so neither they nor the shopper need to lift the items onto the scanner, reducing liability.

The MP7000 has been designed to have the industry's lowest TCO. Available in short, medium and long models, its flexibility enables the scanner to fit into your existing cash wrap, keeping installment costs low. Its Intelligent Illumination System minimises operating costs by activating only when an item is in the scan zone, reducing power by up to 60% over competitive imagers and up to 30% over competitive laser scanners.

The platter has standard Sapphire glass — the most durable, scratch-resistant glass available — to maintain consistent, high-quality scanning performance.

Also, service and repair costs are low. The MP7000 has been designed with no moving parts, and fewer components than competing systems, reducing your parts-stocking requirements. To make service easier, Zebra provides robust complimentary management tools with predictive diagnostics that make it easy to remotely manage the MP7000's different components and correct issues before they impact productivity.

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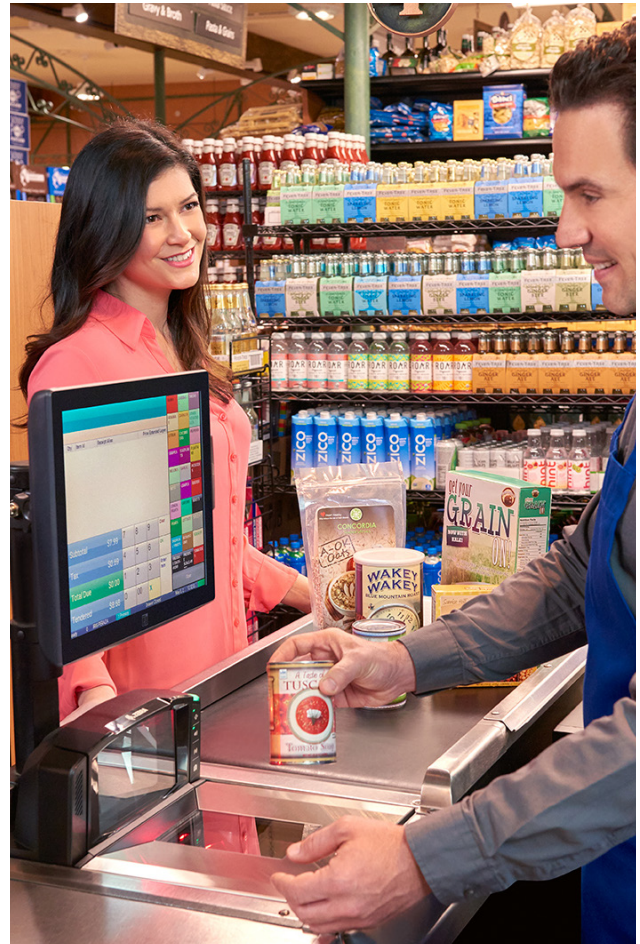
LOYALTY PROGRAMME MANAGEMENT

Grocery retailers can use a loyalty programme to make their operations more customer-centric. They can capture individual shoppers' buying preferences to create personalised interactions with location-based mobile marketing. These interactions often include numerous incentives to earn loyalty points, which shoppers can redeem in-store or via mobile or online platforms.

Loyalty cards imprinted with your store logo reinforce your brand in a powerful way and make loyalty programmes more effective by creating personal connections between shoppers and the programmes. Zebra offers several card and desktop printers that quickly produce consistently clear, sharp cards with four-colour brand imagery.

Zebra card printers have intuitive user interfaces and colour touch points, making them easy to use and reducing the amount of user training required. Options include USB, wireless, or Ethernet connectivity; smart card, magnetic stripe and ultra-high frequency (UHF) RFID encoding; and lamination for higher security and card durability.

SHOPPER SELF-SERVICE

Giving shoppers efficient self-service options benefits grocery retailers in two significant ways. First, well-executed self-service programmes that align with store operations yield positive shopper experiences. Also, they take a burden off a store's staffing requirements.

Zebra Personal Shopper Solutions (PSS) eliminate shoppers' time spent waiting in queues and personalise their shopping experience. With fewer shoppers going through checkout lanes, the retailer can serve an equal or greater volume of shoppers with fewer associates. The shopper utilises a Zebra handheld personal shopper device, which is designed with smartphone touch-screen functionality; light, balanced weight; and one-hand operation.

Next, the shopper unlocks the device. PSS also offers a potential interface with loyalty programmes. The PSS can be programmed to activate by scanning the shopper's loyalty card, enabling an interface with the shopper's buying preferences or earned loyalty points or discounts.

Custom apps can be customised to give access to a personal shopping list sorted by aisle; scan any coupons; create offers based on the shopper's location in the store at any given time, show shoppers where items are with a map; suggest recipes based on scanned items; and provide offers for key ingredients.

With the shopper's items already scanned and packed in the basket, checkout is a matter of making a payment. The shopper can do this using a payment app on the personal shopper device. Zebra provides payment kiosks as another self-service payment platform. Many self-service checkouts utilise the Zebra MP7000 multi-plane 1D/2D bioptic imager.

CLICK AND COLLECT

"Click and collect" or buy online, pick up in-store has the potential to increase shopper loyalty. This method, which starts with an online purchase, once meant shopper pickup at a counter inside the store but has expanded to include options for shoppers such as drive up and home delivery. No matter how the shopper takes possession of the items, Zebra's portfolio of solutions enables the associate to inventory items, locate orders, pick items and fulfil the orders quickly.

The associate can use the scanner built into their handheld mobile computer or a handheld scanner to read a barcode or RFID tag in the inventory process. Also, the associate can use these devices to locate and pick items to fulfil orders. Another option is a Zebra wearable computer, a hands-free option equipped with a ring scanner.

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

Zebra tablet-style self-service kiosks make the shopper's click-and-collect experience quick and easy. The shopper can use a kiosk to look up item information, check prices, access personalised coupons and even check out. The user-friendly, responsive Android OS touch-screen interface is familiar to most shoppers, facilitating use. The built-in scanner processes 1D, 2D and GS1 barcodes — including those presented on the shopper's smartphone — to make checkout as quick and frictionless as possible.

Zebra Personal Shopper Solutions (PSS) eliminate shoppers' time spent waiting in lines and personalise their shopping experience. This solution gives shoppers access to lists, reminders and recipes, and help locating products and personalised promotions.

FOOD SAFETY LABELING

Several Zebra desktop printers have been engineered to consistently produce clear, easily scannable food labels, even at high volume. The printers offer high print quality, fast print speeds, high connectivity capability and versatility that enables printing of labels and tags in various sizes. Zebra mobile printers have the same benefits, with the additional advantage of printing labels anywhere on the store floor.

ZebraDesigner Pro v2 barcode label design software has been developed for user-friendly design of complex labels based on fixed or variable data. The software features a Windows-based interface, a WYSIWYG label designer, database connectivity, RFID capabilities, and printer configuration and diagnostic tools.

STAFF ENABLEMENT AND COMMUNICATION

Zebra enterprise mobility solutions empower associates with new capabilities that make operations more efficient from anywhere in the store. Using Zebra mobile devices such as handheld mobile computers to check inventory or fulfil click-and-collect orders are just two applications. Equipping your store with Zebra staff enablement solutions improves communication between the store manager and associates as well as teamwork amongst associates.

STAFF ENABLEMENT AND COMMUNICATION

Zebra offers an array of devices such as mobile computers and tablets, as well as software, that work together as an integrated system that boosts staff communication and store efficiency. For example, the Workforce Connect group communications solution gives enterprise mobility devices communication capability in multiple modes.

Workforce Connect Voice is a Voice over IP (VoIP) telephony client that enables associates to communicate internally and answer outside calls over a private enterprise network from anywhere within the store. Associates can use Workforce Connect PTT (Push-to-Talk) Express to communicate with co-workers throughout the store over Wi-Fi. Workforce Connect PTT Pro offers one-to-one, site-to-site and group PTT capability over both Wi-Fi and cellular networks. The store manager can use Workforce Connect Enterprise Messaging to send personalised texts to associates with direction on managing stock or promotions, for instance.

A Complete Portfolio of Retail Enterprise Technology Solutions

As the leader in retail enterprise technology solutions, Zebra gives front-line retail store associates a performance advantage with a comprehensive portfolio of purpose-built solutions from handheld mobile computers, barcode scanners and printers to RFID hardware and systems to retail enterprise software and applications. The solutions can be customised to fit each retailer's needs and budget.

Zebra devices run a variety of software options ranging from Zebra's Independent Software Vender (ISV) network-developed applications, built-in software and the retailer's in-house developer software, making the front and back of the store operate more efficiently. Zebra's enterprise-class manageability, connectivity and security features optimise the devices' popular Android mobile OS for enterprise use.

Zebra OneCare Support Services ensure dependable hardware performance and eliminate unbudgeted repair expenses. The retailer can choose from several service levels to fit their requirements and budget. Also, Zebra's market-leading partner community combines a wide array of devices, software and services into solutions that are customised to retailers' specific needs.

About Zebra Technologies

Zebra provides unparallelled 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 ABOUT ZEBRA ENTERPRISE TECHNOLOGY SOLUTIONS THAT WILL ENHANCE EVERY AREA OF YOUR GROCERY OPERATIONS: WWW.ZEBRA.COM/RETAIL

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