



# REVOLUTIONIZE THE CUSTOMER EXPERIENCE IN YOUR STORE WITH MOTOROLA MOBILE RETAIL SOLUTIONS

## MOBILITY IN RETAIL



### THE CHALLENGE: NURTURING CUSTOMER LOYALTY IN A HYPERCOMPETITIVE WORLD

Winning customers has never been more of a challenge. Customers are more knowledgeable than ever. They are able to easily research products, pricing and availability any time of day, wherever they happen to be. Customers may find what they want in stock on your shelves, but research reveals that 51 percent use their mobile phones to comparison shop, read peer reviews and get product information before making a buying decision — all right in the aisles of your store.<sup>1</sup> And patience is a virtue of the past. Customers who wait too long at the register or for an answer to a question are more apt to walk away instead of make a purchase. Whether you are a large-multinational chain or a small boutique, in order to succeed in this hyper-competitive environment, you need to consistently and dependably provide a new level of service that will impress customers — and win brand loyalty.

### THE SOLUTION: DELIVER THE ULTIMATE CUSTOMER EXPERIENCE... WITH MOBILITY

Regardless of what you are selling, Motorola's Mobile Retail Solutions can redefine the meaning of customer service and reinvent the shopping experience in your stores. When you put a Motorola mobile device in the hands of your managers and staff members, you give them the right set of mobile voice and data tools to perform whatever task is required, right on the spot. More than a single technology purchase, our mobile retail portfolio represents a strategic business solution that can improve the customer experience, as well as staff and supply chain efficiency.

Your staff never has to leave your customer's side. With mobile access to inventory, pricing and product information, staff can check stock levels, verify price, locate an in-stock item that has been misplaced, call an expert for the answer to a product-related question and even ring up a sale.

<sup>1</sup> 2009 Retail Holiday Season Shopper Study, Motorola Enterprise Mobility Business and Market Intelligence, January 2010

With mobile computing, your associates can deliver a new level of service excellence to your customers, your supervisors have the real-time information they need to better manage your store and your entire workforce is more productive, able to get more done every day.

Mobile managers can keep their fingers on the pulse of all the information required to best manage your store, able to check on the day's sales figures, review the latest email from headquarters and adjust staff schedules — all from the retail sales floor. On average, this alone increases staff productivity by six percent, resulting in one percent increase in gross profit per week.<sup>2</sup>

The result? Store staff can execute virtually any task as efficiently as possible — regardless of whether they are on the sales floor, in the back room or in an outdoor shopping area. Our Mobile Retail Solutions connect your entire retail operation, allowing your managers, cashiers, backroom personnel and sales floor staff to work together as one cohesive and responsive team to serve your most important business asset, your customer. No more time wasted walking back and forth to the backroom to locate a manager or a computer to access needed information in your business applications. And instant access to your business data allows you to increase sales and differentiate the customer experience. For example, with real-time customer relationship management (CRM) and inventory information at their fingertips, staff has the knowledge they need to extend the most personalized service possible, every time your customers walk through the door.

### **A DEVICE FOR EVERY TYPE OF WORKER**

With the industry's broadest product portfolio, you can choose the right device for the many different types of workers in your store. Fully featured Wi-Fi handheld mobile computers — including tablets and "smart" badges — equip in-store staff with all the tools they need to provide the best service possible to your customers. Fully featured combination cellular/Wi-Fi handheld mobile computers and tablets keep managers on top of the business day. They can monitor sales, manage work schedules and send communications to store associates and customers, regardless of whether they are inside the corporate office, at the store or out

on the road. Our SB1 smart badge is so affordable you can give every one of your associates the tools they need to answer customer questions in real-time — and improve their productivity. And our dedicated Voice over Wireless LAN (VoWLAN) devices and two-way radios are ideal for those workers who only need voice — such as stockroom and security personnel.

### **THE NEW MOBILE RETAIL STORE**

#### **GIVE YOUR ENTIRE RETAIL TEAM AN INSTANT VOICE CONNECTION FOR A NEW LEVEL OF COLLABORATION**

Only Motorola delivers a holistic, unified approach to mobile voice that allows even workers with different devices on different networks to reach each other at the press of a button. Our Integrated Voice Solutions (IVS) enable private and group push-to-talk walkie-talkie style calls between Motorola mobile computers, tablets, badges, two-way radios and Motorola's EWP Series enterprise Wi-Fi smartphones — small VoWLAN devices. EWPs let staff carry the equivalent of a deskphone and a mobile computer, complete with access to key business applications and the Internet, right in their pockets.

Now, workgroups can collaborate whenever they need, wherever they are in your store. The result is the lightning fast response times that improve productivity and decision-making as well as customer service, satisfaction and retention.

How does it work? Many Motorola mobile computers and all EWP devices come standard with Push-to-Talk Express, able to instantly support push-to-talk calls over the wireless local area network (WLAN). Need to enable cross-communications with two-way radios? Just add our Radio Link Server (RLS) to enable push-to-talk voice calls between your two-way radios, Motorola mobile computers and EWP VoWLAN smartphones.

<sup>2</sup> Based on results reported from Motorola customers.



Now there is a new type of retail mobile device available that is so affordable you can give it to every one of your retail associates- the SB1. The small and wearable SB1 provides associates with the functions they need to answer customer questions, right on the spot — bar code scanning enables associates to check price and inventory, while a push-to-talk instant voice connection allows associates to reach other workers carrying practically any PTT-enabled device in use in the store. In addition to better serving your customers, the SB1 can also help your associates improve their productivity by providing access to a personalized real-time task list. And when the device is not in use, it functions as an electronic badge, complete with your logo and the associates name and photo, promoting your brand and ensuring customers can easily identify your associates.

Since the voice calls travel over your existing WLAN, you get all the benefits of mobile voice without monthly fees or expensive contracts typically required for cellular communications. And since you are in complete control of your in-facility coverage, the typical in-building coverage issues often associated with cellular services can be completely eliminated.

Now, your managers will never miss a critical question or update as they move throughout the store. At any time, managers can reach whoever they need at the press of a button — individual employees, a specific department or the entire store. Associates can instantly reach managers for authorization on an exception, request that a stockroom associate deliver an oversize item to the register or check product availability at another store — all without leaving the customer's side.

Private voice communications eliminate the need for annoying overhead paging/Tannoy systems. The constant interconnection of all your workers gives your

customers a real 'lift' in service quality. Support for PBX integration enables calls from customers, sister stores and suppliers to be automatically forwarded to the appropriate associate — no need for callers to wait on hold. And since our mobile computers have been purpose built for voice with industry leading noise reduction and echo cancellation technology, every word is heard on every call, even in the noisiest environments.

### **EMPOWER YOUR SUPERVISORS TO BETTER MANAGE YOUR STORE**

With a Motorola mobile computer in hand, your managers can easily carry the equivalent of their deskphone and desktop computer — right in their pocket. No longer tied to the desk to respond to emails, check voicemail, review sales reports or check staff schedules, your store managers can remain where they have the most impact — out on the sales floor. And with the tools in hand to perform any task, your managers can keep the entire store running smoothly, delivering the best possible experience for every customer who walks through your door.

### **Streamlined task management**

Armed with mobility, your managers can instantly distribute tasks throughout the day via a push-to-talk call, a text message or your task management application — managers no longer need to waste time tracking down employees to delegate tasks or determine if tasks have been completed. With real-time task management, managers can keep employees working and productive every minute of the workday, improving the capacity of the existing staff. Confirmation of completion can also be recorded, allowing managers to better understand and respond to individual employee performance by recognizing top performers and providing additional training where required.

### **Email triage on the sales floor**

Mobility frees email from the desktop computer, so your managers can keep an eye on urgent messages even when they're out in the front of the store. No more late responses to a critical message from a supplier or supervisor — or returning to the desk to find an overload of new email messages to read. Instead, managers can respond to critical emails from headquarters, employees and supply chain partners in near real-time.

### **Inventory management at your manager's fingertips**

With constant access to critical inventory and supply chain data, your store managers can monitor inventory levels, verify in-stock positions, confirm order status, check stock in other store locations and more — whatever is required to place orders on time and keep your shelves stocked.

### **Effective in-store merchandising**

Since your managers can remain out on the sales floor, they can better monitor customer buying trends, fast-moving products and potential problems. Add real-time access to key performance indicators (KPI) that help identify your best-selling items, plus access to your ordering system, so your managers can:

- Modify orders based on real-time purchasing trends to make sure your shelves are stocked with the products your customers want.
- Monitor and react to the status of promotions in real time to improve success — and sales.

### **Workforce management and scheduling**

Your managers can monitor schedules and instantly respond to staffing issues, right on the sales floor. Schedules can be modified on the fly to ensure ample coverage for shifts and breaks, prevent overtime and more. If a staff member must leave before the end of a shift, or if there is an unexpected surge in customer



Give your customers a personal shopping assistant and improve the in-store shopping experience with the MC17. Customers can scan items while shopping to create effortless gift registries and wish lists; keep a running tally of costs for faster checkout; and locate special offers and complementary products.

The lightweight CLP radio provides retail associates with cost-effective basic push-to-talk communications, keeping these task workers connected to co-workers, supervisors and more. Associates can get instant answers to questions. And with the press of a button, managers can direct associates wherever they are needed most — for example, to open more checkout lanes or assist in processing a large incoming shipment.

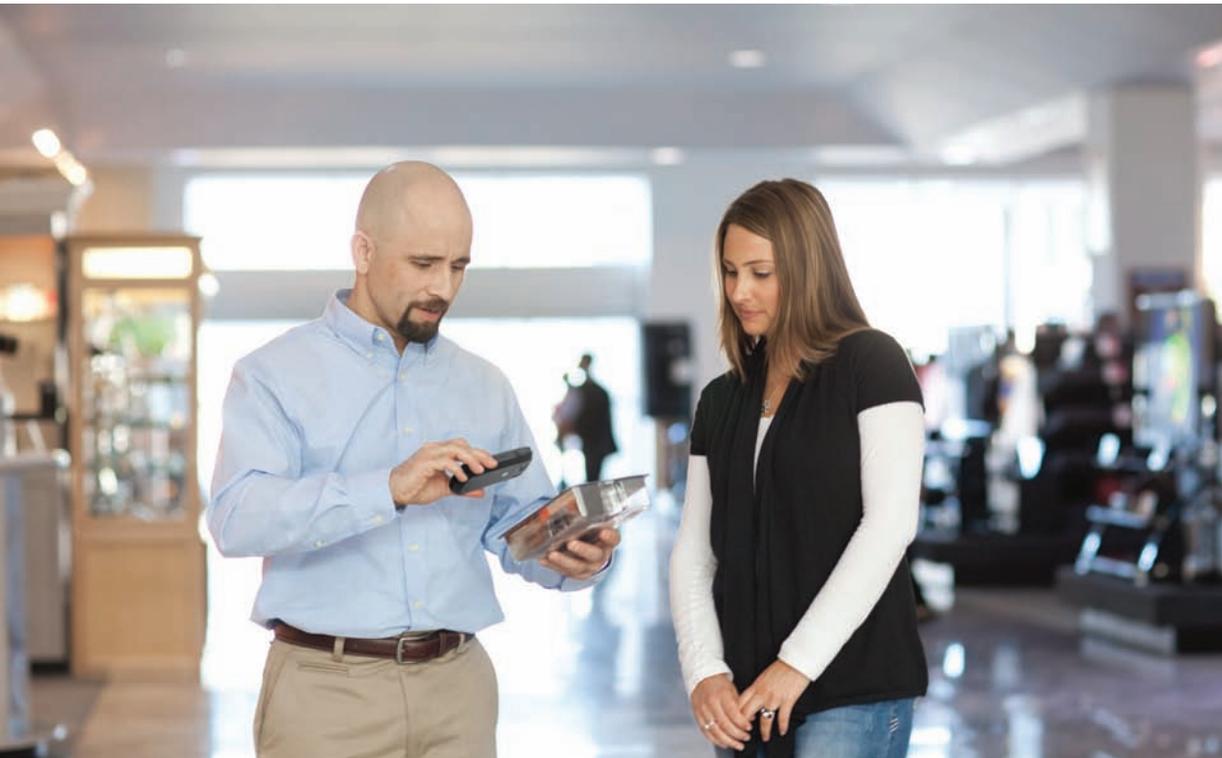
traffic, the mobile manager can instantly check availability and place calls to the necessary backup workers with a single device — without returning to the desk. And with centralized task management, managers can delegate new tasks and monitor the status of all tasks in real time.

### **Point of sale (POS) management from anywhere on the sales floor**

With anywhere and anytime access to the POS system, your store managers can monitor sales throughout the day and approve voids, over-rings and exceptions. Time-pressed customers no longer need to wait at the register for a manager to appear, and busy managers no longer need to interrupt the task at hand for a trip to the POS station.

### **Enhanced store security**

Store managers can monitor real-time footage and videos from any security video camera in the store on demand. Whether an Electronic Alert Surveillance (EAS) tag trips an alarm as patrons exit your doors or another security issue is reported, the real-time footage helps managers determine if the threat is real and the level of response required. And since push-to-talk communications are enabled between Motorola mobile computers and two-way radios, managers can instantly reach and direct security personnel to prevent theft and protect other shoppers in the store.



With the small and pocketable ES400 in hand, your managers have the power to improve store operations and help customers. Because the device operates on both the Wi-Fi and cellular networks, no matter where managers are, they can monitor and respond to email, place and receive calls, delegate tasks and view task status, and even scan a bar code on a product to check price or look up product information for a customer.

### **EMPOWER YOUR STORE ASSOCIATES TO DELIVER A TRULY UNPARALLELED LEVEL OF SERVICE**

Retail associates are on the move throughout the store all day long. With instant anywhere and anytime access to the information they need, these workers are supercharged, able to execute any task with minimal effort and time — without ever walking away from a customer. Customer service levels soar, spurring sales, customer satisfaction and loyalty. And with our diverse mobile retail product portfolio, there is a device that fits the needs of your entire associate team — as well as your budget. The result? You can extend cost-effective mobility from the sales floor to the receiving dock for new gains in associate effectiveness, customer service excellence and supply chain efficiency.

#### **Payment processing anywhere on the retail floor**

Our retail mobility solutions can provide the functionality of a mobile point of sale (MPOS), so your associates can ring up customer purchases right at the point of decision — in the aisles of your store. We offer options so you can create the MPOS that best suits the needs of your workers, store and budget. You can either pair our standalone mobile payment device (MPM-100) to a wide variety of Bluetooth-enabled Windows- or

Android-based handheld retail mobile computers or add a device-specific snap-on mobile payment accessory to one of our mobile computers. Finally, add a small and light mobile printer that can be worn on a belt.

Now, customers no longer need to stand in line or even locate a register. The chance of a lost sale due to a change of heart is reduced. And the ability to process credit or debit cards, including chip and PIN, provides more convenient payment options for your customers, no matter where in the world your store is located.

Mobile point of sale (MPOS) solutions can also be used to bust queues when register lines become unacceptably long. Associates can either:

- Open a virtual POS line anywhere in your store to complete purchase transactions.
- Pre-scan items while customers are in line for single-step purchase transactions at the register. A scan of the bar code on the printed receipt of pre-scanned items or the customer's loyalty card allows cashiers to instantly pull up the total due, so customers can complete payment transactions at the register in record time.

# A TRUE ONE-STOP SHOP FOR MOBILE RETAIL SOLUTIONS

When you choose Motorola, you get the peace of mind that comes with choosing an industry leader with well-tested and well-proven solutions as your technology partner. Every day, Motorola's Mobile Retail Solutions help retailers of every size all over the world enhance the customer experience while maximizing associate productivity and supply chain efficiency. Our broad technology portfolio and world-class partnerships enable us to provide true end-to-end solutions that offer 'anywhere retailing' — anywhere your customers happen to be — in the retail store, in the car or at home.

## HARDWARE DESIGNED FOR THE DEMANDING RETAIL ENVIRONMENT

We offer a full line of mobile computing solutions to meet any retail need. Our durable and compact mobile computers are ideal for store employees and mobile POS solutions that allow you take payments anywhere in the store. Fully featured rugged mobile computers are ideal for managers. Consumer-facing retail mobile computers and micro kiosks provide superior self-service, allowing retailers to automate the purchasing process as well as in-store customer interactions — while simultaneously improving the in-store experience. RFID readers provide real-time inventory visibility. PCI-capable wireless LANs enable secure in-store purchasing and communications. And with our integrated voice solutions, your entire workforce is connected with enterprise-class instant push-to-talk and more — regardless of device type or whether devices are connected to the Wi-Fi, cellular or two-way radio networks.

## CENTRALIZED MANAGEMENT SOLUTIONS

Get the power to manage any and every aspect of your Motorola Mobile Retail Solution with the Motorola Mobility Suite. Unique to Motorola, this powerful collection of software products allows you to centrally and remotely plan, implement, secure and manage your wireless LAN and all your mobile devices.

## BEST-IN-CLASS BUSINESS APPLICATIONS

Motorola and our vast partner ecosystem offer best-of-breed business applications that can streamline and improve virtually any process in your retail store. Whether your workers need to manage a task list, take inventory, change product pricing or look up a price, or whether you want to enable anywhere anytime payment processing, we offer applications that have been tried and tested on our mobile computers and wireless networks through best-in-class partners who know your industry. And with RhoMobile Suite, you can create applications that can run on virtually any device and any operating system, giving you the freedom to choose the right device for each worker — and support Bring Your Own Device (BYOD) initiatives.

## END-TO-END SERVICES

Our world-class global services provide the end-to-end lifecycle assistance you need to maximize the success of your Motorola mobility solution. Professional services provide the expertise needed to rapidly design, implement, manage, secure and support successful solutions that integrate easily into your existing technology environment. These services help keep your Motorola mobility solution up and running at peak performance.

Last, an MPOS also helps your associates make the sale even if you are out of stock. Your associates can check inventory at other stores, place an order for next-day delivery and complete the payment transaction with the customer — all without ever leaving the customer's side.

## Split-second loyalty and credit card applications

When you choose a Motorola mobile computer that can scan the bar codes on U.S. driver's licenses and other identification cards, associates can complete loyalty and credit card applications with a single press of the scan button. The only thing your customers have to do is sign. Your staff will be more successful at increasing the size of your customer base — and these loyalty and store credit card holders will more likely visit and purchase more frequently from your store.

## On-demand training

Keep your staff well trained on store procedures and knowledgeable about the newest products with our mobile computers. Simply send staff members a notice whenever new training materials are available, along with the date the training must be completed. Staff can view videos and presentations on demand directly on the device, so they can easily complete training at their convenience during their shift. This highly cost-effective solution allows you to deliver regular training without requiring managers to spend time preparing and delivering presentations to each shift, or staff to spend time away from the sales floor and key store tasks.

## On-the-spot access to product information

Your customer wants to know if that sweater comes in any other colors, if a certain size is in stock and what complementary items are available. When your associates carry a Motorola mobile computer, the answers to those questions are waiting in your inventory system, just a few key presses away. Do your customers have detailed product questions? No problem. Your associates can look up product information on your own website, the manufacturer's website, or even call a product expert in your store or another store location, right on the spot. And with our enterprise tablet, you can even show customers side-by-side product comparisons to help them make an educated on-the-spot buying decision.



With Motorola Micro Kiosks in the aisles of your store, you can offer your customers the ultimate in self-service. With our powerful micro kiosks, customers can scan their loyalty cards to check for personalized special offers, check a balance on a gift card, look up products that are complementary to an item they want to buy, notify the will-call department they have arrived to pick up an order placed on the Internet, and watch a how-to video as well as check price, inventory and the location of a product.

**Stronger customer relationships with mobile CRM**

Think of our mobile computers as an electronic 'little black book' that can foster stronger relationships between your customers and your associates. With a mobile device in hand, your associates can access all the vital customer data in your business system by entering the customer's name or swiping the customer's loyalty card. With information on brand preferences, sizes, the names of family members, birthdays and more, your associates can enrich the customer bond and increase customer loyalty.

For example, when new merchandise arrives, your associates can easily scan through their customer database, identify and set aside preferred items, and call or email customers to alert them to these new arrivals — all within minutes.

If you use Motorola Micro Kiosks in your store, preferred customers can scan their loyalty cards to generate an email or text message to the associates on the sales floor — ensuring that your VIP customers receive a prompt personal greeting in moments.

And since a customer's information is stored on a server-based application, information that is locked on paper turns into powerful centralized business intelligence. Now, even if the customer's personal shopper isn't working that day, any associate can access the customer-specific information required to deliver truly personal and consistently remarkable service.

**Better self-direction and time management**

When associates can access a personalized task list at the press of a button, they are able to better manage and organize their time during their shift. Task lists that

log the date and time tasks were issued and completed make associates more responsible and accountable — employees understand expectations and there is never a question about who is expected to do what during a shift. Tasks can also be managed, re-prioritized of new tasks added by managers in real time. Associates can also access tasks, create and respond to tasks on the fly.

### **Mobile inventory management**

When you pair a wireless Bluetooth printer with our mobile computers, your associates can execute inventory and price management activities more accurately and in record time. Your shelves stay well stocked with items that are properly priced, while associates spend less time on store administrative duties — and more time with your customers. Tasks that are streamlined include:

- *Cycle counting:* When you choose a Motorola retail mobile computer with RFID and bar code scanning technology, frequent cycle counts become a cost-effective reality in department or fashion specialty stores. The resulting increased visibility into inventory movement reveals best-selling items, slow-moving products and items that are low in stock, allowing managers to boost sales by improving your inventory mix and preventing out-of-stocks.
- *Shelf Price Audits:* Keep your items properly priced with less time and effort. With a mobile computer in hand and a mobile printer worn on the hip, employees can scan a shelf tag to verify price and correct errors on the spot. No more wasted time spent running between the sales floor and the backroom to check pricing and print out new labels.
- *Replenishment:* When the shelves and promotional displays in your store need to be restocked, your associates can simply scan the bar code on the shelf tag or the item itself. Backroom associates can be instantly alerted that replenishment is required, preventing empty shelves and lost sales.
- *Item-level location:* When a customer asks if a certain item is available in a different color or size, associates can check inventory right on the spot. If the item is not in its designated location and has

been misplaced, a mobile computer with integrated RFID can allow associates to quickly locate the product, preventing lost sales.

- *Price management, markups and markdowns:* With real-time access to your Item File, price changes can be executed swiftly. Armed with a retail mobile computer and mobile printer, your associates can simply scan items and print out a new price tag. As a result, you can better manage promotional events and sales — markdowns and markups can be completed more accurately and in less time. And when regulations require the entire pricing history on item tags, a tag can be easily printed that shows the sequential markdowns.
- *Returns processing:* With a retail mobile computer, an attached payment card reader and a small mobile printer worn on a belt, your associates can provide hassle-free returns transactions anywhere in the store. And mobility streamlines both the front and back end of the returns process.

On the sales floor, a quick scan of the item bar code and the credit or debit card used to originally purchase the item provides the proper credit, and the press of a button prints the return receipt. The high level of automation improves the customer experience — there are no long lines at the returns desk. And returns can be accepted anywhere, even in your parking lot — a major convenience for your customers returning heavy or bulky items.

When items are scanned at the start of the returns process, they can be automatically re-entered into your inventory system, instantly visible for customers who may be looking for that product. A new price tag can be printed on the spot if required, complete with accurate pricing. And put-away instructions ensure that the item is returned to the right location, either on the sales floor or in the back room.

### **EMPOWER YOUR CUSTOMERS WITH A NEW LEVEL OF SELF-SERVICE EXCELLENCE**

Put the latest in self-service in the hands of your customers with Motorola's retail mobile computer, the MC17 Series. Your customers can improve their own shopping experience, while you strengthen customer relationships and increase basket size by as much as 15 percent.<sup>2</sup> How?

With the press of a few buttons on the MC17, your customers can:

- Scan items as they shop to keep a running tally of charges and enable faster checkout
- Check item pricing and availability — no need to look for a store associate
- View complementary items, complete with their in-store location
- Scan their loyalty card to view personalized promotions
- Create gift and wish lists by simply scanning items

Designed for use inside your store, the 5-button design of this unique mobile computer provides an easy-to-use intuitive interface for customers of all ages. And the built-in durability ensures reliable operation — even if your customers accidentally drop the device.

## **THE BENEFITS OF MOBILITY IN THE RETAIL STORE**

With Motorola's Mobile Retail Solutions, managers and staff are always connected, and can access the information and tools they need to take action on the spot. The benefits flow throughout your retail store to improve every corner of your operations, supply chain and customer experience, including:

- A new all-time high for service levels — Deliver a level of service that not only sets you apart from the competition — but also keeps your customers coming back and spreading the word about your service to friends and family.

- Better staff utilization — Retail operations are very labor-intensive — many daily tasks are behind a clean and well-run store. Associates and managers can complete tasks faster and more accurately, ensuring staff is as productive as possible, every minute of every shift.
- A better-run store — Managers are able to keep their fingers on the pulse of everything from inventory to schedules and task status throughout the workday, resulting in a store that is clean, well-stocked and well-staffed with associates who are empowered to provide the best possible service.
- Better inventory management — The right information allows you to respond instantly to changes in buying patterns, so your customers always find what they want on the shelves of your store.
- Increased sales — Wireless POS capability allows you to capture sales that might otherwise be abandoned. Purchases can be completed the moment your customers make a decision to buy, eliminating a lost sale that can occur when customers have time to reconsider while on the way to the register or are faced with a long wait at the register.

To find out how you can turbo charge your retail operations with a competitive advantage, please visit us on the web at [www.motorolasolutions.com/retail](http://www.motorolasolutions.com/retail) or access our global directory at [www.motorolasolutions.com/contactus](http://www.motorolasolutions.com/contactus)

# THE MOTOROLA RETAIL MOBILE COMPUTING PORTFOLIO

You can count on finding a Motorola mobile device that offers the right features for each and every worker in your retail store, at the right price — from high performance fully-featured tablets and mobile computers for store managers and associates, a smart badge to connect your entire retail workforce and kiosks for self-service to sleek two-way radios for security staff and much more.



For more information on how you can put the power of mobile computing to work in your retail operations, please visit [www.motorolasolutions.com/retail](http://www.motorolasolutions.com/retail)

**MOTOROLA'S MOBILE  
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INFORMATION  
THAT EMPOWERS  
SUPERVISORS TO  
BETTER MANAGE  
YOUR STORES —  
AND ASSOCIATES  
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## **ABOUT MOTOROLA SOLUTIONS**

# **END-TO-END MOBILITY SOLUTIONS FOR DEPLOYMENT SIMPLICITY AND SUCCESS**

Every day, organizations of all sizes all over the world count on our Enterprise Mobility Solutions to maximize personnel effectiveness, improve services, and increase revenue potential. When you choose Motorola for your mobility solution, you get the peace of mind that comes with choosing an industry leader as your technology partner. We offer the proven expertise and technology you need to achieve maximum value and a fast return on investment — as well as first hand experience in virtually every size organization in nearly every major industry. And our end-to-end solutions offer the simplicity of a single accountable source — regardless of the number of vendors involved.

Our comprehensive product offering includes: rugged and enterprise class mobile computers with extensive advanced data capture and wireless communications options; rugged two-way radios for always on voice communications; private wide area and local area wireless and outside the four walls — and to network multiple locations; comprehensive RFID infrastructure, including fixed, mobile and handheld RFID readers; a partner channel delivering best-in class applications; software solutions that enable centralized and remote management of every aspect of your mobility solution; and a complete range of pre-and post-deployment services to help get and keep your mobility solution up and running at peak performance every day of the year.