



# IMPROVE THE SHOPPING EXPERIENCE WITH THE NEW MOBILE DEVICE DESIGNED FOR EVERY RETAIL ASSOCIATE — THE SB1 SMART BADGE

## SB1 IN RETAIL



### THE CHALLENGE: THE HIGH COST OF THE DISCONNECTED RETAIL ASSOCIATE

While the majority of your associates are highly mobile and always on the move throughout your retail store, a limited number carry a mobile device. The impact of this disconnected workforce is often underestimated, with a reach that negatively affects customers, associates and managers.

**Reduced customer service quality.** Frustrated shoppers who are more connected to information than your own associates are very likely to use their own smartphone to get the answers to their questions, rather than waiting for an associate to find it. In the time it takes your associates to retrieve the information, shoppers may have already placed an order at a competitive store for next day delivery or same day pickup — you've lost the sale and perhaps a loyal customer.

**Reduced associate productivity.** Without access to real-time information, managers and co-workers are usually unable to answer customer questions on the

spot. Instead, they are forced to leave the customer — the one thing that puts any sale at risk — to search for a computer or phone.

#### **Reduced manager efficiency and effectiveness.**

Today, at any given moment, managers do not know where associates are or what they are doing, making simple task delegation more difficult — managers must use valuable time walking the store or issuing pages, just to locate associates. As a result, managers are logging miles walking the store, instead of attending to other priorities.

### THE SOLUTION: THE SB1 — AN AFFORDABLE, WEARABLE MOBILE DEVICE FOR EVERY RETAIL ASSOCIATE

Until today, the most prevalent reason the majority of your associates do not carry a mobile device is price. It is often not cost-effective to provide mobile computers to the entire associate staff, since these devices often have a comprehensive and advanced feature set that exceeds what many associates need. The SB1 offers the

61% of today's shoppers feel they are better connected to product information and availability than the store associates who help them.<sup>1</sup>

basic mobile features every retail associate does need to improve customer service and their own productivity, integrated into a lightweight and wearable device that doubles as a brandable, electronic identity badge. Now, every associate can be supplied with mobile communications, bar code scanning, access to back-end inventory information and workforce management applications that enable them to:

### **INSTANTLY TALK TO SUPERVISORS AND OTHER CO-WORKERS**

No more need for overhead paging or walking the store to find another team member. With push-to-talk (PTT) capability, associates can place calls to and receive calls from Motorola mobile computers, Motorola Enterprise Wi-Fi smartphones and Motorola two-way radios.<sup>2</sup>

Now, without leaving the customer, associates can reach:

- Supervisors to help resolve a customer grievance
- Co-workers who have the expertise required to answer a product question
- Maintenance staff to clean up a spill or broken glass
- Backroom staff to bring an oversized or expensive item stored in the backroom to the checkout stand

In addition, your managers can instantly reach associates without paging or walking the store to delegate an urgent task (such as a customer requiring assistance or a cleanup) or check task status.

### **LOOK UP INVENTORY INFORMATION ON THE SPOT**

Since the SB1 reads both 1D and 2D bar codes — regardless of whether they are poorly printed, damaged or dirty — associates can scan the bar codes on virtually any item in the store to answer common product questions in seconds:

- Product price
- Product location
- Product availability — regardless of whether it is in the store, at another location or on order, as well as the order arrival date

And with point-and-shoot simplicity, there is no need to line up the bar code and the SB1, eliminating the need for training.

### **ACCESS A PERSONALIZED TASK LIST THAT IS PRIORITIZED IN REAL TIME**

Since the SB1 supports task management applications, including Motorola's Mobile Workforce Management software, supervisors no longer need to lose time tracking down individual associates to delegate tasks. Instead, supervisors now have a direct connection to associates, no matter where they are in the store, greatly simplifying the task management process for supervisors and associates.



- Supervisors can:
  - Easily create and distribute electronic personalized task lists to individual associates
  - Easily monitor the status of all tasks through a manager dashboard
  - Prioritize and re-prioritize tasks in real time to ensure associates are always working on the most critical tasks — for example, an associate who is re-stocking shelves can be re-directed to help a customer waiting for assistance or open a POS lane when wait times are too long
- Associates can:
  - Access their personalized task lists
  - Indicate start and stop times for tasks
  - Reach a supervisor via PTT to answer any questions related to the task

### **ENSURE SHOPPERS CAN EASILY IDENTIFY YOUR ASSOCIATES**

Since the SB1 can be customized with your logo and brand color, it is easy for shoppers to spot an associate on a crowded retail floor.

### **PROMOTE STORE SPECIALS**

When associates are not using the SB1, it automatically reverts to badge mode, where it can display an “Ask Me About” or other promotional tagline, in addition to the associate’s name and photo.

## **THE BENEFITS**

With the SB1, everyone benefits:

#### **Shoppers:**

- Faster service — answers to practically any question or resolution of issues
- A better store environment — always clean, with well-stocked shelves and properly priced merchandise



# 67%

of shoppers report a better shopping experience when associates have a mobile device<sup>1</sup> — leading to increased customer satisfaction, retention and sales.

#### **Associates:**

- Improved productivity and efficiency — able to better care for more customers and handle more tasks per day

#### **Supervisors:**

- Improved productivity and efficiency — able to better manage the associate workforce and focus on more crucial managerial tasks
- Improved tracking and management of associate performance via workforce management software

#### **Store operations**

- Increased sales by promptly providing the information required for shoppers to make a buying decision, preventing walk-outs and lost sales
- Increased customer retention through differentiating service that fosters repeat visits
- Reduced labor costs through better staff utilization
- Better collaboration for a stronger, more connected team, with the agility to better serve your shoppers

## **GIVE EVERY ASSOCIATE THE TOOLS THEY NEED TO IMPROVE CUSTOMER SERVICE AND PRODUCTIVITY WITH THE SB1 SMART BADGE**

For more information, visit us today at [www.motorolasolutions.com/sb1](http://www.motorolasolutions.com/sb1) or locate your local Motorola Solutions representative at [www.motorolasolutions.com/contactus](http://www.motorolasolutions.com/contactus)

## **ABOUT MOTOROLA SOLUTIONS**

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

The SB1 joins Motorola Solutions' complete end-to-end retail portfolio, helping retailers of all sizes all around the world to deliver better customer service and a better customer experience. In addition to the SB1, this portfolio includes fully-featured handheld computers, VoWLAN enterprise smartphones, two-way radios and wireless badges. We offer wireless LAN infrastructure that sets the bar for security and reliability. Our comprehensive RFID infrastructure includes fixed, mobile and handheld RFID readers. With our complete family of management solutions, we make it easy to manage every aspect of your mobility solution — from the devices in the hands of your workers to wireless infrastructure. You can count on validated applications from our partners that are proven to work on our mobile devices and wireless infrastructure. And our complete range of pre- and post-deployment services can help you get and keep your best-in-class mobility solution up and running at peak performance, every day of the year.

When you choose Motorola for your Enterprise Mobility Solution, you get a true partner with decades of experience helping organizations maximize workforce productivity, deliver a differentiating customer experience and increase revenue potential. As an industry leader, 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.

1. Motorola Solutions 2011 Holiday Shopping Survey, December 2011
2. The Push-to-Talk Express client must be installed on Motorola mobile computers and Motorola Enterprise Wi-Fi smartphones. Radio Link is required for communications with two-way radios.

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