

Let Zebra Help You Connect with the New Retail Customer



90% of unhappy customers won't return to your store

Source: Lee Resources, Inc.

41%

of shoppers agree they have a better experience in stores where the sales associates use the latest technology to assist customers

The Internet, online shopping and mobile communications have turned traditional retail customers into something new: **connected customers**.

What's so new about them? Today's new connected customers can now do their shopping online and on their mobile devices as well as in your store, and that's changing the retail landscape dramatically. It also presents retailers with a formidable challenge: how do you keep your new connected customers happy and coming back to your store again and again?

As much as retailing and retail customers are changing, there's one thing that hasn't changed. To keep your customers satisfied and earn their loyalty, you have to give them what they want. What connected customers don't want is to find different messages, different prices and different products online, on mobile devices and in your store. What they do want is consistency; they want to deal with "one store" and have "one experience." That places a premium on providing consistent messaging, customer service, pricing and availability across every customer touch point.

ONE STORE, ONE EXPERIENCE

At Zebra, we're using our technology innovation and retail expertise to help retailers across the world build continual customer satisfaction. We offer cutting-edge products, services and solutions designed to help you provide the seamless, consistent customer interaction that helps you create leverageable differentiation and competitive advantage in five crucial ways:

- Brand Experience
- Store Mobility
- Big Data
- Delivery
- Loyalty

Five Ways of Earning Your Connected Customers' Loyalty

BRAND EXPERIENCE

Creating memorable, consistent experiences across all physical and online customer touch points

STORE MOBILITY

2

Empowering associates with mobile devices to make operations more efficient through improved stock visibility and communication

- -

BIG DATA

Harnessing the power of big data to provide insights that help you better understand and serve connected customers

DELIVERY

Getting your products to customers when and where they need them via the ability to use all the inventory and locations available to you

LOYALTY

5

Building loyalty through consistent, personalized experiences that keep connected customers satisfied

FOR MORE DETAILS ON ONE STORE, ONE EXPERIENCE AND ZEBRA'S COMPREHENSIVE PORTFOLIO OF RETAIL PRODUCTS, SERVICES AND SOLUTIONS VISIT WWW.ZEBRA.COM/RETAIL

ZEBRA'S COMPREHENSIVE PORTFOLIO OF RETAIL SOLUTIONS

MOBILE COMPUTING | WIRELESS LAN | DATA CAPTURE | RFID SOLUTIONS | THERMAL PRINTING



NA and Corporate Headquarters +1 800 423 0442 inquiry4@zebra.com Asia-Pacific Headquarters +65 6858 0722 contact.apac@zebra.com EMEA Headquarters zebra.com/locations mseurope@zebra.com Latin America Headquarters +1 847 955 2283 la.contactme@zebra.com

©2015 ZIH Corp and/or its affiliates. All rights reserved. Zebra and the stylized Zebra head are trademarks of ZIH Corp, registered in many jurisdictions worldwide. All other trademarks are the property of their respective owners. 07/2015