



RETAIL TRANSFORMED, SERVICE UNMATCHED

**REDEFINING THE CUSTOMER EXPERIENCE
WITH VOICE AND DATA COMMUNICATIONS**



RETAIL CONNECTED. CUSTOMER SECURED.

RUNNING A THRIVING, PROFITABLE RETAIL ESTABLISHMENT IN TODAY'S INTENSELY COMPETITIVE WORLD IS NO EASY TASK.

With so many ways to buy, shops have to offer so much more in order not to become showrooms for in-store browsers. Staff need to be aware that anyone who walks through the door is valuable and should be courted with an experience that is simply too good to refuse. They need to provide a personal touch that makes the customer feel special, balancing ever evolving technology with face-to-face interaction. The challenge is to turn browsers into buyers and get them to make a purchase while they are in store. The question is, how do you do that?

It's more than just a welcoming smile and a complimentary cup of coffee. Shop floor advisors need to be empowered with better product knowledge, access to latest stock information and clarity on pricing and promotional

deals. They need to be part of a streamlined retail operation where everyone is connected, no matter where they work, what they do or which device they use. So that when the customer needs advice or a query answered, the response is immediate.

The secret is to provide your staff with unified voice and data communications. One seamless and reliable solution that instantly connects the people you want, when you want them. With real-time information and communication, your entire operation works together as one team to give customers the service they expect. Requests quickly satisfied. Recommendations swiftly made. Your customer hooked.

"WHILE THE GROWTH IN ONLINE SHOPPERS IS CLEAR, OUR DATA SHOWS THAT THERE IS STILL A ROBUST SEGMENT OF CONSUMERS WHO PREFER TO SHOP [VIA] BRICKS-AND-MORTAR STORES. FOR RETAILERS, THIS REINFORCES THAT HOW CONSUMERS WANT TO SHOP IS AS STRATEGICALLY IMPORTANT AS THE PRICE THEY ARE OFFERED."

ERIC ANDERSON,
HARTMARX PROFESSOR
OF MARKETING AT
KELLOGG – 2012 KELLOGG
SHOPPER INDEX



REDEFINING RETAIL WITH TEAM COMMUNICATIONS

FROM STOCK ROOM TO SHOP FLOOR, FROM SECURITY GUARD TO MANAGEMENT, MOTOROLA SOLUTIONS CONNECTS ALL YOUR STAFF AND GETS THEM COMMUNICATING INSTANTLY AS ONE TEAM.

A versatile range from basic radios to high productivity devices ready to take advantage of the added capabilities of applications, unlocks the power of communication. No boundaries. No confusion. No delays.

Real-time information flows seamlessly through your store so everyone can respond and react. With secure, reliable voice and data communications, staff have the knowledge they need to work more efficiently, deal with customer requests quickly and turn browsers into buyers.

A world leader in the development of communication technology for the retail industry, Motorola Solutions makes an ideal partner. Decades of expertise in radio design combined with unrivalled experience in productivity applications allows us to develop a solution that precisely meets your needs.

Whether you have a single store or a national chain, we'll get your teams talking as one.



SCENARIO: SHOPPER BROWSES IN YOUR STORE, BUYS ELSEWHERE

WHEN A SHOPPER ENTERS YOUR STORE WITH NO INTENTION TO BUY, HOW LIKELY ARE YOU TO CONVERT THEM INTO A CUSTOMER?

With unified voice and data communications, your chances are multiplied. The shopper informs a sales assistant that the product they are interested in isn't on show. The assistant utilises the simple one button convenience of push-to-talk to check stock with the warehouse and have the product brought to them. The shopper

asks technical questions which the assistant quickly resolves by locating a product specialist using their radio. And when price is raised as an issue, the assistant has the knowledge to communicate latest offers. The shopper realises the overall product and service package is strong – and becomes a customer.

SCENARIO: TWO LITRES OF OLIVE OIL, ALL OVER THE SHOP FLOOR

WHEN A LARGE SPILLAGE OCCURS IN ONE OF YOUR AISLES, CAN YOU CONTAIN THE AREA BEFORE SOMEONE SLIPS AND INJURES THEMSELVES?

If your teams are connected with unified voice and data communications, danger is quickly averted. Shop assistants raise an alert with maintenance while ushering shoppers away from the spill and cordoning off the area. A cleaning team is identified using a location app and directed to the aisle, their job priorities rescheduled

using Work Ticket Management. Shopping continues in all other areas of your store as the clean up team gets to work. Customers are not inconvenienced in any way and as the rapid response has prevented accidents, you don't have to worry about compensation claims or health and safety investigations.

RADIOS FOR EVERY WORKER

PEOPLE WORK IN DIFFERENT WAYS AND NEED DIFFERENT DEVICES.

Sales assistants require a customer-facing radio that looks attractive and provides simple but effective voice communications. Stock room staff and security personnel, on the other hand, will need a more rugged radio with enhanced coverage that allows them to work in remote locations or signal blackspots. Motorola Solutions offers devices suitable for every worker and budget – from MOTOTRBO™ productivity tools equipped with full voice and data functionality to ready-to-use unlicensed devices.

MOTOTRBO radios deliver enhanced coverage to keep everyone connected, wherever they work, Intelligent Audio with advanced noise cancelling so staff can communicate effectively even in busy areas, long battery life for extended shifts plus the latest wireless connectivity utilising Bluetooth 4.0.



SCENARIO: SUSPECT PACKAGE, SHOPS EVACUATED

A BAG IS LEFT IN THE MIDDLE OF A SHOPPING CENTRE. HOW READY ARE YOU TO EVACUATE SHOPPERS IN A CALM, EFFICIENT WAY SO EVERYONE STAYS SAFE?

Ready and prepared with unified voice and data applications. Automated Alarm Management alerts the store security supervisors who contacts the centre's security team to gain an understanding of the problem. The nearest guards are identified with a location app and Transmit Interrupt is used to communicate an emergency order

over existing conversations. Store staff are also contacted utilising any-network, any-device Team Communications and with everyone working together as one unified team, a coordinated evacuation of the store is put into action. Customers and employees are led to safety quickly and efficiently with minimal panic and risk.

APPLICATIONS FOR PRODUCTIVITY AND SAFETY

ENHANCING THE RADIO ARE A VARIETY OF APPLICATIONS DESIGNED TO SIMPLIFY COMMUNICATIONS, STREAMLINE WORKFLOWS AND IMPROVE SAFETY.

These applications can be integrated within the Motorola Solutions ecosystem, allowing staff to focus less on their communication system and more on the job at hand. Popular applications for retail include:

Personnel Safety

- Increases the safety and accountability of staff with features such as Man Down and Lone Worker

Email and Text

- Enhances productivity and streamlines workflows by connecting your radio network with your text and email system

Location

- Tracks staff indoors and outdoors for enhanced safety, tighter security and improved efficiency in customer service

Work Ticket Management

- Improves efficiency and accountability across your retail operation using text-based issue management software





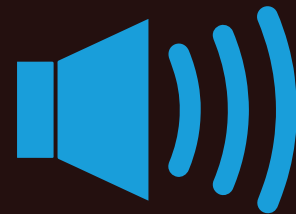
WORK AS A TEAM, COMMUNICATE AS ONE

IMPROVE CUSTOMER EXPERIENCES WITH TWO-WAY RADIOS



STAY IN TOUCH

ENHANCED RADIO COVERAGE CONNECTS WORKERS ACROSS YOUR RETAIL OPERATION



COMMUNICATE CLEARLY

INTELLIGENT AUDIO KEEPS TEAMS TALKING EVEN IN NOISY ENVIRONMENTS



TALK EFFORTLESSLY

PTT (PUSH-TO-TALK) ALLOWS INSTANT VOICE COMMUNICATIONS AT THE TOUCH OF A BUTTON



GO FURTHER

LONG BATTERY LIFE EXTENDS SHIFTS AND BOOSTS EFFICIENCY

CONNECT EVERYONE

TEAM COMMUNICATIONS WITH WAVE™ WORK GROUP COMMUNICATIONS CONNECTS ANY DEVICE, ANY NETWORK, ANY APPLICATION



UNIFY COMMUNICATIONS, EXCHANGE INFORMATION

STOCK ROOM

- USE ADVANCED WORK **TICKET MANAGEMENT SOLUTIONS** TO STREAMLINE THE FLOW OF INFORMATION BETWEEN THE STOCK ROOM AND OTHER DEPARTMENTS

CASHIER

- CHECK PRICES AT THE TILL WITH **TEAM COMMUNICATIONS**

DELIVERIES

- MONITOR STAFF WORKING ALONE WITH **PERSONNEL SAFETY** FEATURES SUCH AS LONE WORKER
- CHANGE PRIORITIES AND RESPOND FASTER TO CUSTOMER REQUESTS USING **WORK TICKET MANAGEMENT**

SHOPFLOOR ASSISTANTS

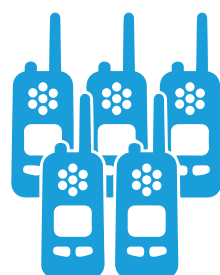
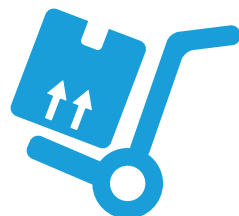
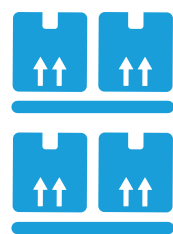
- DEAL WITH CUSTOMER REQUESTS QUICKLY USING LIGHTWEIGHT **UNLICENSED VOICE-ONLY** DEVICES
- CHECK PRICES, OFFERS, STOCK LEVELS AND DELIVERY SCHEDULES

SECURITY

- TRACK STAFF ACROSS THE STORE WITH **LOCATION** APPLICATIONS
- PROTECT GUARDS IN ISOLATED AREAS WITH **PERSONNEL SAFETY** FEATURES SUCH AS MAN DOWN

MANAGEMENT

- SEE THE BIG PICTURE – FEATURES SUCH AS **EMAIL AND TEXT**, **SYSTEM MONITORING** AND **INTEROPERABILITY** ALLOW YOU TO MONITOR RESOURCES AND OPTIMISE PERFORMANCE
- IMPROVE EFFICIENCY ACROSS YOUR RETAIL OPERATION – MAXIMISE STAFF KNOWLEDGE, IMPROVE CUSTOMER SATISFACTION, CONTROL COSTS AND BUILD A SYSTEM THAT CAN EVOLVE WITH YOUR EVER-CHANGING NEEDS



STORES REMAIN BIG BUSINESS

90%

“BRICKS-AND-MORTAR STILL ACCOUNTS FOR OVER 90% OF ALL SALES, AND THAT WON'T CHANGE DRAMATICALLY.”

ARE CLICKS CRUSHING BRICKS? TYCO RETAIL SOLUTIONS, 2014

53%



SHARE OF EUROPEANS WHO WOULD RATHER SPEAK TO A HUMAN SHOP ASSISTANT THAN USE INTERACTIVE IN-STORE TECHNOLOGY

MEET THE EUROPEAN CONNECTED CUSTOMER, RETAIL WEEK AND OSBOURNE CLARKE, 2016

40%



OF RETAIL CUSTOMERS WANT SALES ASSOCIATES WITH A DEEP KNOWLEDGE OF THE PRODUCT RANGE.

TOTAL RETAIL GLOBAL REPORT, PWC, 2016



For more information, please visit: www.motorolasolutions.com



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