

Retail's Future Trends: The Enterprise Digital Assistant (EDA)

Defining a New Customer Experience

Retail competition is fierce. A number of factors may drive customers away from one store and directly to a competitor. Amidst an overabundance of commodity items, customers expect more selection, value, convenience and entertainment. If an item is unavailable, shoppers simply go elsewhere to find the merchandise. This is one of the core reasons for the substantial customer loyalty declines found in retail. To win in the customer loyalty arena, retailers must compete more aggressively and deliver a more compelling, memorable shopping experience at a personalized level.



To achieve these goals, retailers have long acknowledged that it's critical to get store managers out of the office and onto the selling floor. However, few enterprise-class mobility solutions targeted store managers and executives in the past. These mobile retail professionals are typically equipped with consumer-grade personal digital assistants (PDAs) that fall short of the capabilities needed for many of today's business applications. Until now, the lack of enterprise-level mobility presented a barrier to getting managers and supervisors back into the selling environment.

Introducing the MC50: The Mobile Manager's Tool

The MC50 is a new, versatile mobile computer from Symbol Technologies. Designed for store managers and supervisors, it combines an enhanced PDA-style form factor with optimal performance to operate enterprise-level applications. This mobile device takes many retail applications - clienteling, point of sale (POS), customer service - to a new level of usage.

The small, lightweight MC50 is the ideal handheld for mobile managers. It's packed with capabilities that include data capture, voice telephony, smart battery, device-level management, wireless and security options. The MC50 delivers support for a host of applications: e-mail, phone, scheduling/calendar, signature capture, CRM and more.

Distinctive elements of its design make the MC50 easy to integrate into new or existing enterprise IT infrastructures. It's designed to be more durable than consumer-grade PDAs, so extra reliability is featured in every aspect of the MC50 - from battery contacts to keypads to acoustics. This enhanced durability ensures that the MC50 exceeds the performance demands of daily, high-volume usage. An intuitive, Web-based interface improves deployment and manageability with instant visibility and control over all of these mobile computers plus wireless networks and applications. All of these attributes combine to provide a lower cost of ownership (TCO) for the maximum return on investment (ROI).

Getting managers back onto the sales floor means giving them access to the typical enterprise applications they use every day. The MC50 provides a solution for everything a store manager may need while out of the office.

The MC50 rugged mobile computer gives the following high-level benefits.

- › Integration with enterprise-level business applications
- › Data capture options with linear and two-dimensional (2D) scanning or imaging
- › Wireless local area networking (LAN) - IEEE 802.11b - for on-the-go data and voice communications
- › Voice telephony for push-to-talk (PTT), peer-to-peer (P2P), private branch exchange (PBX), one-to-one or one-to-many communications
- › Video-ready for security and merchandising applications
- › Familiar Microsoft® Windows Mobile™-based operating system
- › Durable design to ensure maximum uptime

On-the-Go Store Manager Applications

With the MC50 in hand, store managers bring all the power of the desktop with them wherever they go.

Information Management

At any given moment during the day, store managers may need to access email, find pricing, view store sales reports or check into item or category performance. In the past, this often sent the manager back into the office. Today, with the MC50, managers can access this type of information to instantly win the sale and customer.

In addition to having access to information, store managers can utilize planogram applications to maximize category profits and optimize merchandise displays. With access to these applications and special features in the MC50, checking shelf labels, locating stock or expired product, identifying returns, resets and facings are easily facilitated. If one product is doing poorly but has many facings, managers can make on-the-spot decisions to effectively utilize selling space and determine better ways to ensure that product continues to move off the shelves. Whether product is displayed on shelves, racks, counters, sidekicks or floor displays, merchandising takes on an entirely new meaning when it's performed in real time.

Using the MC50's imaging feature, photos or bar codes are quickly and accurately captured to identify quantities for re-stocking, locate recalls and immediately respond to expired product scenarios. Inventory information is current and access to the volume of sales per square foot of retail space is readily available. Having up-to-date information management keeps you ahead of your competition.

Benefits:

- › Maximize merchandising space
- › Analyze sales history and patterns
- › Streamline store operations
- › Increase sales and profitability
- › Improve productivity
- › Provide a competitive advantage

Customer Service

Customers frequently wait on long, slow-moving lines to return or exchange merchandise. Because the returns process is fairly complex, many retailers have dedicated point-of-sales (POS) stations or wrap stands. This means that valuable selling space is under-utilized. In addition, many customer service activities require management approval. Managers using the MC50 deliver on-demand service to keep lines moving for a better overall shopping experience.

Equipped with the MC50, store managers can access data on customer preferences, purchase history and even special occasions.

Benefits:

What's Your Advantage?

The rugged MC50 mobile computer gives you the competitive edge with these high-level benefits:

- › Increased productivity
- › Enhanced upsell opportunities
- › Improved customer satisfaction
- › Reduced TCO for a higher ROI

Information Management with the MC50

- › Pricing
- › Planograms
- › Email
- › Labor
- › Store sales reports
- › Item/category performance
- › Product information
- › Vendor profiles

- › Improve efficiency of store operations
- › Assure ongoing customer satisfaction using detailed marketing surveys
- › Leverage one- and two-way voice messaging for managers' assistance and overrides

Point of Sale (POS) Manager

With access to a POS system from the sales floor, store managers have the ability to monitor new cashiers and approve voids or over-rings. If necessary, they can approve the cashing of a customer's check remotely using the MC50 from anywhere in the store. Store managers can instantly make adjustments to keep operations running smoothly.

Retail has experienced an influx of wireless POS applications for transactions. Self-checkout and electronic signature capture devices join these to enhance the customer experience at the point of sale. Using the MC50, store managers get online, real-time access to POS reports from the store systems. What's more, store managers can monitor the POS system from the MC50 to get current information about the movement of merchandise throughout the store.

Benefits:

- › Receive instant notification for manager approvals
- › Monitor terminals to make on-the-spot adjustments
- › Use one- and two-way messaging for real-time decision-making
- › Monitor new cashiers for training

Security Management

Having a wireless video camera for security management gives the store manager full control and visibility into store activities. From POS cameras to alerts, manager can monitor any security videocamera in the store on the MC50 from any floor or office location. The telephony aspect of the MC50 offers point-to-point communications for customer assistance, broadcast messages, receiving phonecalls, security and emergency assistance.

Benefits:

- › Increase effectiveness of store operations
- › Enhance security efforts
- › Respond in real time to problems

More Mobile Applications

The versatile MC50 can perform a number of extra functions when used by both retail management and sales associates. It easily integrates into other applications such as inventory management. With the appropriate software, the MC50 is excellent for cycle counts and for POS updates. It's rugged enough for use outdoors during parking lot sales and even in-store line busting. The scanning feature quickly scans items with bar codes for convenient, speedy service. The MC50 features the same keying sequences as most POS systems, so checkout is possible anywhere in or around the store. All of this adds up to deliver a more powerful customer experience.

The MC50 is more than a manager's tool; it's effective for customer relationship management (CRM) applications. Specialized sales associates perform a variety of functions including escorted shopping, clienteling and locating merchandise. These features give these retail associates the ability to work on a one-to-one basis with top customers to improve relationships and gain customer loyalty. With a fully functioning clienteling application, sales associates are prepared to deliver on customer requests using contact tools, making recommendations and leveraging upsell strategies - all from the MC50.

Benefits:

- › Deliver a superior customer shopping experience
- › Grow sales from top customers
- › Cultivate stronger customer loyalty

Return on Investment

When managers spend more time out on the selling floor with full access to enterprise-level applications, it increases productivity, sales and customer satisfaction.

As for the technology ROI, easy integration into existing networks and systems, a robust feature set and an open operating system combine to deliver a lower TCO.

To further reduce costs, the MC50 is Symbol Mobility Services Platform (MSP)-ready. Adding MSP delivers the power to manage the entire enterprise mobility solution - MC50 mobile computers, data capture devices, wireless networks (switches, access ports/points) - from one centralized, intuitive Web-based interface.

Symbol MSP Benefits:

- › Faster, easier deployments
- › Increased visibility into mobile assets and performance
- › Reduced downtime and support costs
- › Rapid implementation and extensibility

From a business and technology perspective, enterprise mobility tools like the MC50 gives managers and supervisors the ability to focus entirely on the customer experience. Informed decisions are made expeditiously regarding sales, merchandising, customer and operational issues. In short, the velocity of the retailer's business improves for new competitive advantage.

Services

Symbol Enterprise Mobility Services ensure that your mobility solution works seamlessly and at maximum efficiency - from defining your business requirements through ongoing service and support.

Application Providers

Designed for rapid deployment, MC50 mobile computers integrate rapidly into new or existing IT infrastructures. The MS Windows Mobile-based MC50 is compatible for use with some of the leading CRM and SFA applications used by retailers today.

- › Microsoft® Business Solutions CRM Sales and Customer Service Modules
- › Oracle®
- › Siebel® Mobile Service Handheld

POS Manager with the MC50

- › In-store reports
- › Alerts (1-way messages)
- › Manager overrides (2-way messages)
- › Terminal monitor

Security Management with the MC50

- › Wireless video camera
- › Telephony: paging, walkietalkie, phone
- › POS alerts
- › Monitor POS

More Mobile Applications with the MC50

- › Mobile POS
- › Escorted shopping
- › Mobile CRM
- › Clienteling
- › Product Locator
- › Connected Associates/ Managers

- > SAP®
- > IBM® WebSphere® Everyplace™ Access

Summary

The formula for redefining the customer experience with enterprise mobility requires the ability for managers to capture, move and manage customer information to and from the point of business activity. With the capabilities of the MC50 and the appropriate mobile management applications, retailers empower their teams to manage information better, enhance customer service, oversee POS activity, improve security and fully integrate mobile CRM - right from the selling floor.

All of these benefits create a more memorable, distinctive shopping experience for your best customers. With these improvements, retailers can realize increased productivity, sales and customer satisfaction.

Learn More about the MC50

For more information, contact us at +1.800.722.6234 or +1.631.738.2400

Specifications are subject to change without notice. All product and company names are trademarks, service marks or registered trademarks of their respective owners.

For system, product or services availability and specific information within your country, please contact your local Symbol Technologies office or Business Partner.

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