

## Improve the Point-of-sale Experience with the Cost-effective LS7708



### Creating Competitive Advantage at the Checkout Counter

With more choices than ever before, consumers are becoming increasingly demanding of retailers. They are looking for greater product selection, lower prices and — most important — increased customer service. The retail companies that have thrived in this environment have realized that, while customer service is important throughout the entire shopping experience, it can have the biggest impact at the point of sale. A speedy checkout process and friendly service can go a long way toward creating customer goodwill and building the type of loyalty that can lead to increased sales.

Although proper employee training helps to increase checkout throughput, ineffective bar-code scanning systems can still slow down the process. They do so by forcing cashiers to spend time orienting bar codes, rescanning labels or lifting heavy products to pass over the scanner. In order to increase checkout efficiencies, retailers need to leverage technology to their advantage by employing the most efficient point-of-sale scanner for their business, based on their product mix and customer throughput needs. They should also look for suppliers who can offer reliable products that are designed to meet the demands of high-volume purchasing peaks and who back up their products with world-class service and support.

### The LS7708 Scanner in the Retail Environment

The Symbol LS7708 horizontal presentation scanner is designed to keep checkout lines moving quickly. It offers a large scanning window and a rastering high-density scan pattern that maximizes first-pass read rates and captures truncated bar codes. This technology allows cashiers to quickly scan items and move more customers through the checkout process in less time. In addition, the hands-free scanner makes it easier for them to engage with customers as they check them out, further enhancing the customer-service experience. The fastest horizontal presentation scanner on the market in its price range, the Symbol LS7708 offers the functionality retailers are looking for at a price they can afford.

With hands-free functionality that allows cashiers to quickly scan items and move customers through checkout lines, the LS7708 is ideal for today's retail environment, especially for situations that demand medium to high checkout throughput. Retailers who will most benefit from its functionality are those that typically handle small and medium-size products and need to process an average order size of five to twenty products. This makes the Symbol LS7708 a good fit for retailers such as:

- › Drug stores
- › Department stores
- › Mass merchants
- › Wholesale clubs
- › Specialty soft goods and hard goods retailers
- › Grocery stores
- › Convenience stores

The Symbol LS7708 features a rastering omni-directional scan pattern that is designed to ensure that bar-code information is captured on the first pass. By eliminating the need for cashiers to line up bar codes with scan lines and maximizing first-pass read rates, the Symbol LS7708 helps retailers increase their productivity, optimize their checkout resources and improve customer satisfaction rates.

In addition, the Symbol LS7708 offers retailers exceptional flexibility with a secondary scanner port that allows for the connection of a handheld scanner, making it easy to adapt for use with heavy or bulky items. With this feature, cashiers and customers no longer have to lift heavy items — instead, the cashier can leave the item in the customer's cart and scan it with the handheld unit. It gives retailers the best of both worlds — a highly efficient hands-free scanner combined with the versatility of a handheld scanner.

### Lowering the Total Cost of Ownership

The Symbol LS7708 leverages the solid performance and reliability of Motorola's popular LS5700 scanner, yet offers next-generation technology to deliver unsurpassed performance and a lower total cost of ownership (TCO). Its unique scanning technology allows it to read all bar codes — even poor quality ones — on the first pass, while its integrated EAS antenna saves time by eliminating the need for a separate step to deactivate security tags.

The productivity gains experienced by retailers who use the Symbol LS7708 are cumulative, so that as the average order size grows, so do the time savings. For retailers with a number of checkout lanes, this efficiency not only helps to improve customer service levels, but also can reduce labor costs by allowing the retailer to deploy resources to other parts of the store.

Besides helping retailers increase their return on investment with exponential productivity gains, the Symbol LS7708 also delivers exceptional value. The scanner includes an on-board multi-interface, which protects the retailer's investment by allowing for migration to future host terminals with only a simple cable change. In addition, its support of RSS bar codes means the Symbol LS7708 is a scanner that is built to last.

### Services That Add Value

Like all other Motorola products, the Symbol LS7708 is backed by world-class service and support that is designed to reduce downtime by ensuring that any problems that may occur with the scanner are quickly resolved. It's this reliability that makes the Symbol LS7708 ideal for the toughest and busiest retail environments.

While the Symbol LS7708 comes with a standard two-year warranty, Motorola offers a range of services programs, including the Service from the Start Bronze Service Contract, a prepaid three-year Service Center program. By purchasing the service when they buy their scanners, Symbol LS7708 customers receive a higher value at a lower price than if they purchased the same service later.

No matter what level of service customers may choose, they can rest assured knowing that all Motorola services offer:

- › Unrivaled product knowledge
- › Motorola-certified and approved parts
- › Motorola Service Center global repair quality

### A Solution That Is Built to Last

In today's competitive marketplace, retailers are looking for an edge. They need to increase customer satisfaction rates and improve productivity, and are looking for the right solution that will optimize their investment.

The Symbol LS7708 is a scanner designed to meet the needs of today's retailers. It's an affordable option that delivers a combination of performance, exceptional features and solid reliability that will help retailers of all sizes enhance customer service levels and improve productivity — benefits that will help increase the bottom line.

For more information about the Symbol LS7708, contact us at +1.800.722.6234 or visit us on the Web at <http://symbol.com/ls7708>.

### Key Benefits

- › Helps increase customer satisfaction rates by speeding customers through checkout
- › Increases employee productivity
- › Protects the customer's investment with next-generation technology
- › Delivers a lower total cost of ownership