

SOLUTION IN ACTION

Retail Mobility: Empowering Associates with Mobile Apps

Delivering a seamless, personalized customer experience is pivotal to increasing customer loyalty. Yet, meeting that expectation is challenging for associates without the right tools to deliver. Powerful mobile apps on a multifunction device will fill the need with easy access to real-time customer data, inventory tracking, collaboration capabilities and transaction processing.

- **For greater productivity and more satisfied customers,** consider changing the way your associates work and keep them connected to the information they need from any location in the store.

MOBILIZE ASSOCIATES WITH INFORMATION AT THEIR FINGERTIPS

While reading new inventory updates on her mobile device, the associate was alerted that her favorite customer was in the store.



The associate greeted her, and the customer showed her an outfit on the store website. **On the spot, the associate found the items in stock** and through collaboration with another associate, found one item in the dressing room.



As the customer tried on the items, the associate checked her profile on the store's loyalty system and pulled the newly arrived inventory pieces knowing these would also be of interest for an upsell. The customer needed a smaller size but the associate found it in another store, requesting a home delivery. The customer purchased everything and left the store delighted about her purchases and the customized shopping experience.



OPTIMIZE ASSOCIATE AGILITY AND PRODUCTIVITY WITH MOBILE APPS

Powerful apps in a single multi-function mobile device give associates the mobility and access to the right information at the right time to deliver a personalized customer experience. Beacon technology connected to the apps alerted the associate to the customer's arrival.



Communication tools provided information on new inventory items and enabled collaboration with fellow associates to track down merchandise. Apps also helped to access customer data for an upsell, track inventory to locate and order out-of-stock items as well as finally process every transaction for a seamless experience.



BEHIND THE SCENES

Mobile technology solutions transform the way associates engage with customers. **Mobile apps on a single multifunction device** deliver communications capabilities, real-time inventory tracking, access to **customer data** and transaction processing from any location in the store. A modern, **robust data center** supports the latest mobile and other advanced technologies coupled with a comprehensive risk-management strategy for security.



Put mobile apps to work for your associates to boost customer engagement, improve service and support collaboration among associates. From choosing the right off-the-shelf, platform or custom apps and mobile devices, to powerful and secure IT infrastructure, CDW experts can help you orchestrate the right retail mobility solution that is cost-effective and increases associate productivity.

Learn more about the latest news, insights and trends in retail technology by visiting biztechmagazine.com/retail

Call **800.800.4239** to set up a consultation with a CDW retail mobility solution expert or visit CDW.com/retail for more information.

