# Driving retail intelligence
## Spectralink enterprise mobility solutions

Global retailers are implementing omni-channel initiatives in order to increase sales and brand loyalty among digital shoppers, while at the same time, streamlining operations and controlling costs. Many of them are turning to mobile apps that serve as research tools and shopping assistants, enabling consumers to access relevant product and pricing information in real-time.

Retail success in the omni-channel world takes more than just "going mobile". It means partnering with leading retail mobile communication solution providers who can help create a seamless, hyper-relevant experience for your customers – ensuring your shop floor employees have access to the most persuasive data possible at the right point in the buying cycle.

## Personalized communication solutions for every stage of the buyer journey
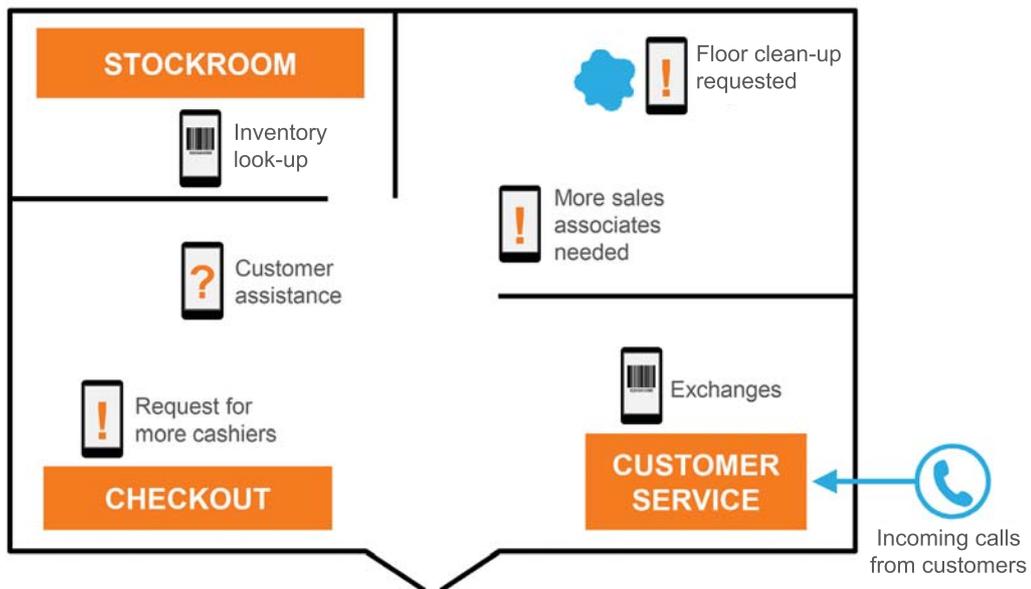


Spectralink provides future-focused retail communication solutions that enable organizations to successfully compete in the omni-channel world. By seamlessly integrating with leading mobile applications and innovation partners, Spectralink provides global retailers with devices that enable them to streamline workflows, enhance in-store communications and provide personalized experiences to their customers at every touch point.

# Fueling retail success in the omni-channel world — Spectralink supports a wide range of retail applications.

## Intelligent call routing

70% of consumers research products and services online. However, 52% prefer to complete their purchase in a physical store.

Intelligent call routing by Vertical Communications ensures that retailers never miss an opportunity to engage with their customers, allowing them to provide the best buying experience possible. Customer queries are routed to the right department quickly, and VIP customers enjoy highly personalized services. Retailers get the added benefit of capturing store and customer communications data to report on key metrics such as on-hold times and call abandon rates.

**Workflow Example – Intelligent call routing**

Customer calls the store about a tool

Incoming Call From: xxx-xxx-xxxx To: Tool Department

Call routed to on-floor tool associate

"Hi - How can I help you?"

Associate helps customer

## Inventory and distribution management

"Do you have this in stock?" is the question your customers ask the most. Don't leave them guessing, while you check stock in the warehouse.

Inventory management systems streamline fulfillment operations while providing store associates with accurate, real-time inventory data. Identify products that are available in-store, at a store nearby, or in your regional warehouse, and manage fulfillment across channels for an improved customer experience.

**Workflow Example – Inventory management**

Customer asks for a different size and color

10243362769 Item stock # Description

Sales associate scans the item

Item stock # Description In Stock Availability: Colors:

Sales associate pulls up inventory or cross store availability

## Personalized, in-store assistance

Customers and store associates often need assistance at a moment's notice. Indyme sensor networks provide anytime assistance and integrate with existing mobile platforms.

Customers can ask for assistance with a push of a button from any location.Sensing technology detects shoppers' behaviors, enabling store associates to proactively address their needs. Cloud-based reports provide insights into shopper activity to increase staffing effectiveness, build sales and reduce shrinkage.

**Workflow Example – Personalized, in-store assistance**

Department Name: Menswear **ALERT:** High Traffic

High traffic sensed in one department

Associate is alerted with location

Department Name: Menswear **ALERT:** High Traffic Sales assoc. needed

Associate acknowledges alert and notifies others

## Applications

Applications such as these enable mobile retail workers to improve communication to better serve their customers, streamline store operations and expedite the supply chain process. Understanding the types of communication flows is important in determining the applications and capabilities needed. For a full list of application vendors, visit www.spectralink.com.

## Optimizing workflows to serve customers faster

Automating the management of retail associates' tasks improves the customer experience.

With notification and task solutions from several of our partners (e.g. Multitone), in-store retail associates can interact with their customers and staff easily. Associates can receive tasks on their mobile devices and post updates when these tasks are completed. Store managers receive reports on staff efficiency so they can better manage service in stores.

**Workflow Example – Optimizing workflows to serve customers faster**

| Department Name: Menswear ALERT: Floor Maintenance | | Department Name: Menswear ALERT: Floor Maintenance COMPLETED |
| --- | --- | --- |
| Spill on store floor, sends alert to store associates | Associate accepts task and notifies with acknowledgement | Associate sets task as completed |

## Retail analytics

75% of best-in-class retailers have developed and are actively pursuing Business Intelligence (BI) metrics to manage and improve their business.

BI helps retailers enhance decision making to drive sales, streamline operations and reduce shrinkage. These applications track the impact of promotions, inventory, assortment, and more, integrating with other data sources to deliver higher levels of insight on the customer. Empower your retail team with more in-depth analysis and drive more profitable decisions in the areas of merchandising, consumer engagement, and store operations.

**Workflow Example – Retail analytics**

| Region: POS Traffic Results: | Results by performance: xxxxxx xxxxxx xxxxxx | Region: Store: Training dates |
| --- | --- | --- |
| Run data on point of sale (POS) and traffic counters by region | Management determines top performing stores | Management schedules more training for other stores |

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# Supporting technologies - Spectralink partners

## Mobile device management (MDM/EMM)

Retailers are turning to enterprise mobility solutions to engage with customers on the floor and create a more convenient and personalized in-store shopping experience. Robust MDM/EMM solutions provide centralized mobile access to monitor, control and protect critical business data. This helps associates collect and share retail insights to better serve their clients.

## Unified communications (UC)

UC connect associates with customers, colleagues, management, the supply chain and all the applications they need to deliver a superior customer experience. UC require devices that are designed with the requirements of mobile workers in the retail industry in mind.

## Custom application integrators

Many retail applications are custom developed and proprietary. For those customers who develop their own apps, Spectralink works with experienced retail integrators that help to implement and deploy end-to-end retail solution for seamless integration and performance.

Spectralink drives retail intelligence – empowering retailers to transform their retail business and achieve success in the omni-channel environment. Learn more at www.spectralink.com.

## About Spectralink

Spectralink delivers enterprise mobility solutions that enable retailers to successfully compete in the omni-channel world. Our purpose-built mobile devices integrate seamlessly with leading retail applications to provide personalized service to shoppers at every stage of the buyer journey. Since 1990, we've helped global retailers streamline operations, enhance in-store communications and deliver insight-rich customer experiences.

Visit www.spectralink.com for more information.