
Retail

The Challenge

Putting customers first is the best solution for any business. If customers are not left satisfied, they will not return and they will not refer your business to new customers. When **customers have questions about products'** availability, those concerns must be addressed in an accurate and timely fashion if you hope to hold on to those customers and sales.

Setting up a reliable shop that is temporary can be tricky. Pop-up corporations, like **Mercedes and Jake's Fireworks**, require quick and easy installation, for seasonal, part-time, and mobile employees. **Maintaining the reputation of a brand's name requires smooth** transitioning from one location to another.

In today's technological age, customers expect more and businesses need to meet those expectations as best as possible. A retailer should be able to sell from anywhere with their mobile devices - **Apple®, Android, Windows®**; **enhance their corporate image with** colorful, sleek products that customers will notice; use a comfortable, ergonomic design that **employees will appreciate**; and **utilize a smooth, quick solution that will make everyone's** part in the transactions happy.

The Solution

Socket Mobile's barcode scanners are chosen by both independent developers and point of sale (POS) retail merchants, like **Hobby Lobby, American Greetings, Jake's** Fireworks and Mercedes for their mainstream tablet solutions. The Series 7 models (7Ci, 7Mi, 7Qi, 7Pi) offer data capture and delivery solutions that allow their businesses to run smoother, so customers are more fulfilled.

With the help of Socket Mobile's scanners, retailers like Hobby Lobby are able to check their inventory of products in real-time, for better customer service. The business also maintains their front counter service with **their mPOS system, using the iPad® along with** **Socket Mobile's quick and easy**-to-use barcode scanners.

American Greetings uses part-time merchandisers to replenish stock of their greetings **cards at their distributors' stores. Using scanners for field service** with their Android tablets, Socket Mobile has helped deploy a dependable system for American Greetings to track and sell their products at varying locations.

As one of the largest distributors of consumer class fireworks, Jake's Fireworks relies on seasonal pop up shops, which require out of the box POS usage, with quick and easy installation for their seasonal staff. **Using Socket Mobile's Colorful Series 7 barcode**

readers, their POS system has become a well-oiled machine, providing real-time status on inventory to decipher better decision-making for improved product distribution.

Mercedes uses Shopify at POS, with their pop up shops. The upscale and temporary **locations must uphold their visitors' expectations while maintaining the same customer experience. Socket Mobile's scanners help keep a smooth transition from one location to the next.**

Socket Mobile's Bluetooth barcode readers enable quick access to inventory; businesses are armed with easy-to-use data capture and delivery solutions for quicker responses to customers. A happy customer is a loyal customer.

Socket Mobile retail solution advantages:

- Display full product catalog and upselling options at a glance
- Provide accurate pricing, account and stock information on the sales floor
- Capture inventory and merchandise information quickly and accurately
- Scan mobile coupons and loyalty/gift cards on device screens
- Enhance your corporate image with color, style and comfort

Services

Inventory
Front Counter Service
Field Service
Pop-Up Shops

Additional Retail Customers

McCormicks
Chanel
WH Smith
The North Face