

EMPOWERING THE MOBILE ASSOCIATE



Equipping your teams with solution-based technology ensures your customers receive an exceptional experience.

Forty-five percent of retailers say that consumers want more access to informed in-store staff than they can provide, and 38% say consumers have more access to product information than they can provide in store¹.

If you work in retail, a sector that's often characterized by low pay rates and struggles to attract and retain talented associates, those two stats probably won't shock you. Especially with so much product information now available online.

Yet, it doesn't need to be that way. You can empower your associates with the data and knowledge they need to confidently give customers high-quality service, and up-to-the-moment information on product details, stock levels and more.

GET YOUR PEOPLE'S HANDS ON THE RIGHT INFO

Modern handheld devices are lightweight, have long-lasting batteries and can perform a wide range of functions, both on the sales floor and across your wider retail operations.

Your in-store associates can use handheld devices as their windows into detailed product information. Either by scanning a product barcode or searching online, they can bring up all the information available about a particular item, either from your own systems or the wider web. Never again will they have to doubt themselves when confronted by a customer telling them, with certainty, about the features of their own product. With handheld mobile computers, your associates will have good sales information on-hand to encourage more successful sales.

Moreover, your associates will be able to continue conversations, in store, that some customers started online. People that have identified themselves on your website or mobile app can be found on handheld devices. That means the customer experience across both your actual- and virtual stores can be made seamless.

Your employees will be able to do stock checks, right from the sales floor. Additionally, they can check whether a particular item is in stock at their store, where the item might be held

elsewhere, and check when they'll be receiving the next shipment.

Moreover, some advanced retail handsets can accept contactless payments – again – right on the sales floor. That makes it much easier and more natural for in-store sales people to close sales for high-price items through making the payment conversation far more natural and less disruptive. Also, for faster-selling, low-cost items, it will reduce congestion around payment desks and offers far greater flexibility.

45%

of shoppers want educated staff to assist in their shopping journey

38%

of retail associates state that shoppers have more information at their fingertips than they do in store

1. 'Has the Era of the Empowered Workforce Finally Arrived?', Retail Systems Research (RSR), 2022 - https://www.workforcesoftware.com/wp-content/uploads/2022-RSR-WFM-Report_Final.pdf

CAPTURE USEFUL INFORMATION AS YOU GO

Perhaps almost as valuable as taking payments, however, is the data your in-store associates will be able to capture through these handheld devices. Their queries and searches, along with customer information that's input alongside it, will give you useful operational insights into how your stores are being used. You'll then be able to use that information to adjust and improve your customer experience over time, both in store and online.

GET HANDY WITH SUPPLY CHAIN INNOVATION

Handheld devices that have barcode scanners built in can also be used as input devices to register supply-chain shipments. Whether it's your in-store associate checking-in a few boxes of stock or a driver collecting a whole container, you can use handheld devices across your supply chain. Indeed, some devices are so versatile they can be used to perform any role in retail.

DRIVE STRONGER OVERALL BUSINESS PERFORMANCE

Besides all these applications of handheld devices in retail, their implementation will also help you improve your business in numerous ways. By capturing customer and supply chain data, you will be able to improve the performance of your business. You can apply advanced and intelligent analytics so you can follow trends and spot opportunities. Moreover, you'll be able to boost revenues by providing a much more impressive customer experience and by taking a much more proactive approach to sales.

You'll also be able to use your handheld devices to track your employees' performance. You can follow their location and also log their activity. And, besides that, you can actually use their mobile devices to manage them, guide employees through unfamiliar tasks and provide on-the-job training. With technologies like Honeywell's Guided Work voice technology, you can digitize

common repetitive tasks, giving your employees an automated tutor to walk them through step by step.

BUILD ON GOOD, LIVE DATA

All of these activities depend on your handheld devices having access to accurate and up-to-date data. For product information, that may just be through your website. For customer, inventory and other data, however, that may come from your own business data platform. So, that platform must be able to capture data from both your handheld devices and online platforms and share that same data, in real time, with any device in any part of your business.

Honeywell has solutions that enable all of these capabilities. You can gain access to highly sophisticated handheld devices that can be used in multiple roles across your retail operations, from the sales floor to your suppliers. Moreover, you can benefit from Honeywell's extensive experience of implementing the specialist data technology that can tie all your operations together and help deliver a truly compelling customer experience.

[Discover here](#) how Honeywell technology helps enable retailers to empower their associates and drive better customer engagement.

For more information

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