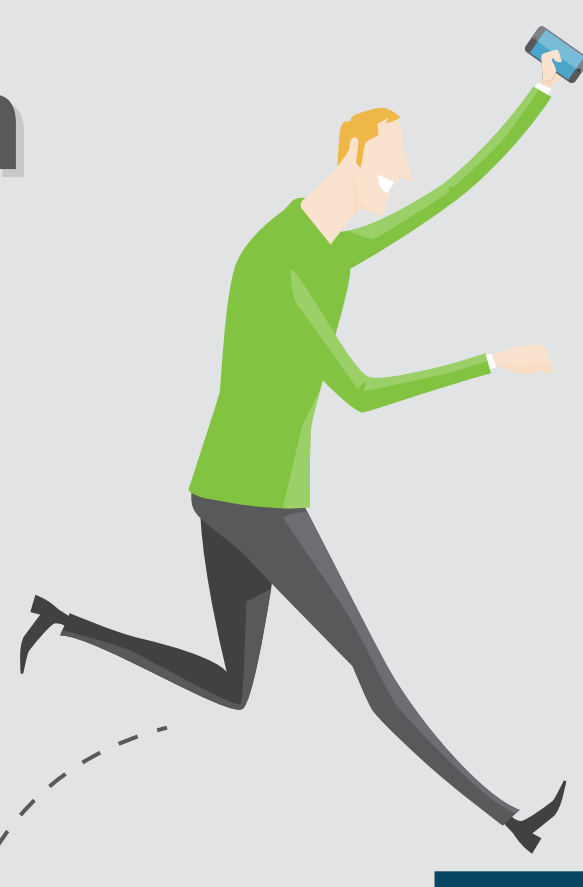
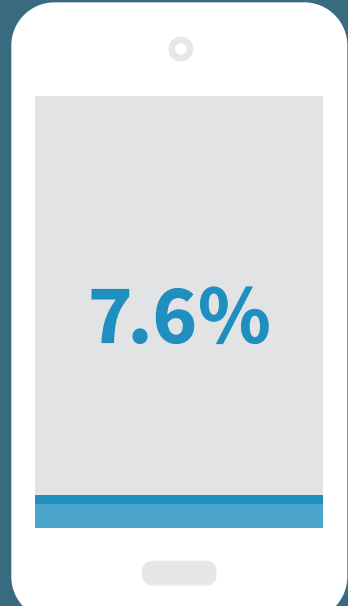
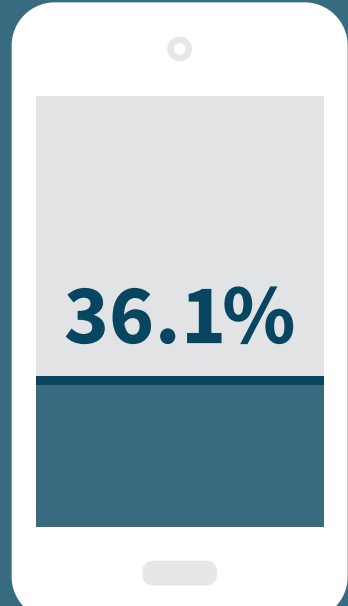
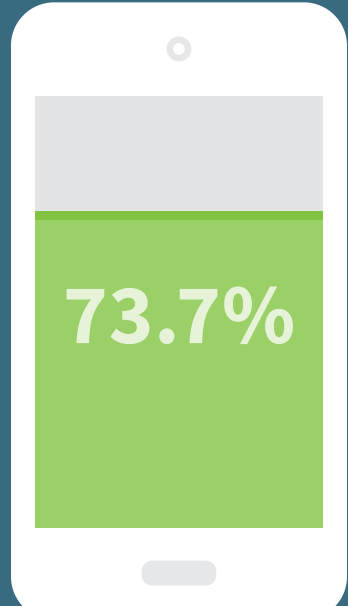


Stay A Step Ahead With Your Mobile Workforce

Mobile technology is now an essential element of retailers' workforce strategies. This infographic highlights the different ways retailers are arming store associates with mobile devices and the benefits they have experienced.



Getting Store Staff On Equal Mobile Footing With Shoppers



of retailers **agree or strongly agree** that allowing store associates to use mobile devices ensures that they have the same mobile access to **inventory, pricing, promotional or competitive information** that shoppers have.

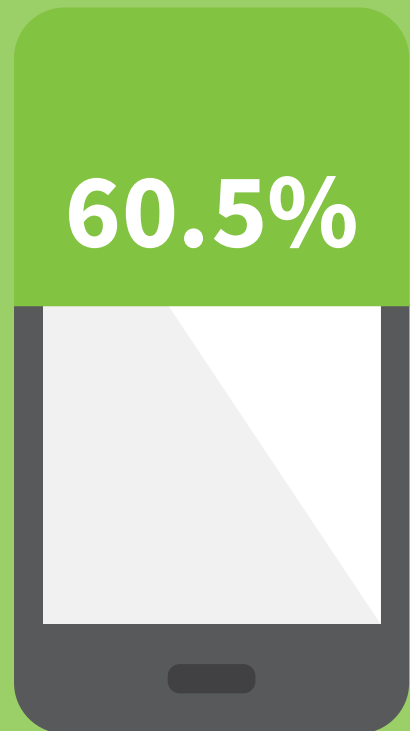
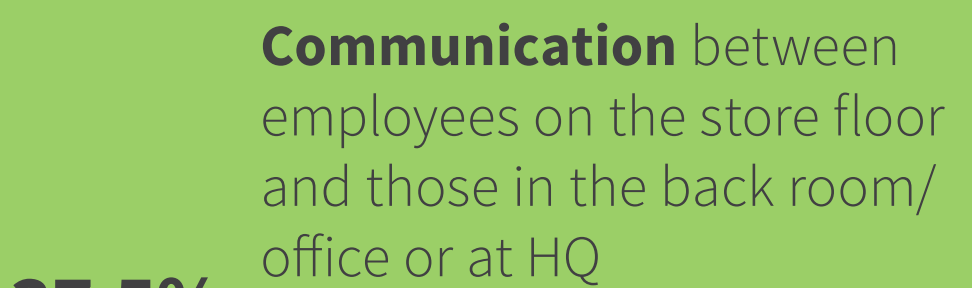
already equip store associates with mobile devices.

are in planning stages, **preparing to equip** associates with mobile devices.



5 Ways Mobile Gives Associates A Leg Up

The top 5 tasks accomplished by mobile-toting associates:



of mobile equipped store employees use devices for both customer interactions and internal operations, **which include:**

Task Management



Scheduling



Store-to-Store Communication



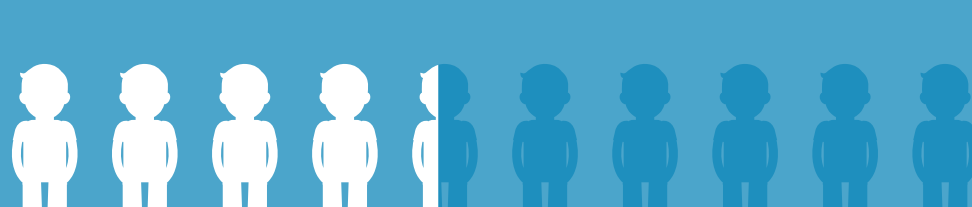
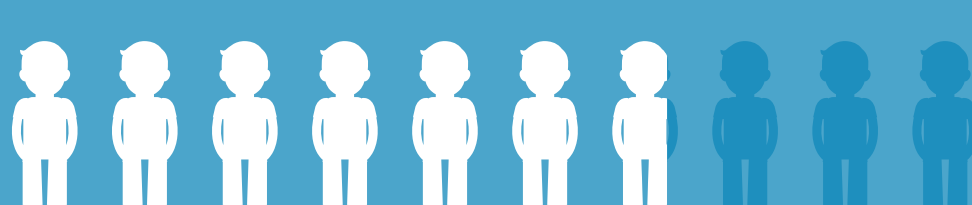
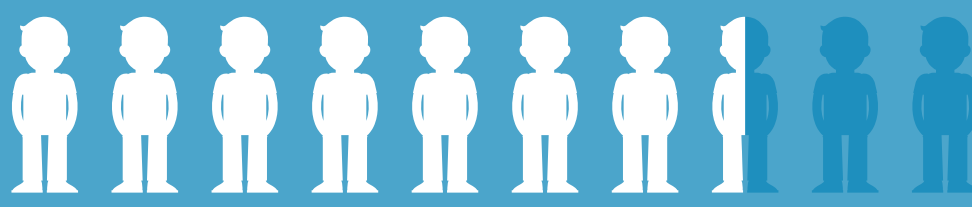
Clocking In/Out



Jumping Into Social Media

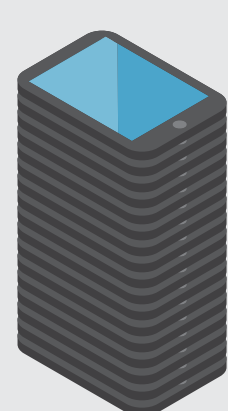


56.7% of retailers that arm associates with mobile devices allow staff to **use social media on mobile devices** during work hours.

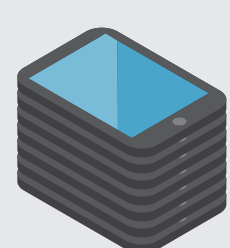


Don't Miss Out On The Benefits Of Mobility...

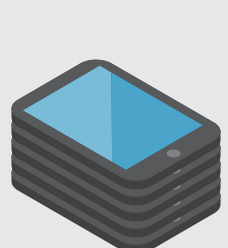
The top 5 benefits of arming associates with mobile devices:



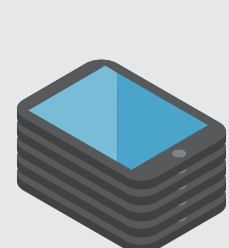
48.3% **Better** one-on-one employee-customer interaction



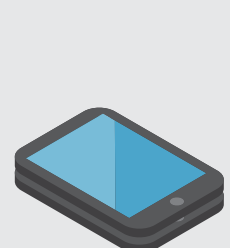
27.6% **More** engaged employees



24.1% **Increased** basket size from upsells and cross-sells



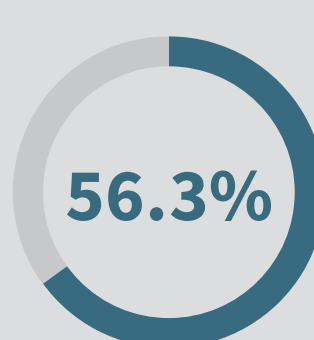
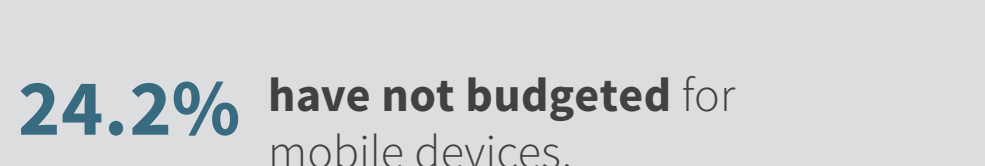
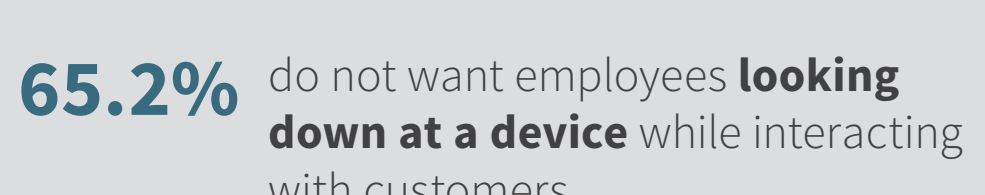
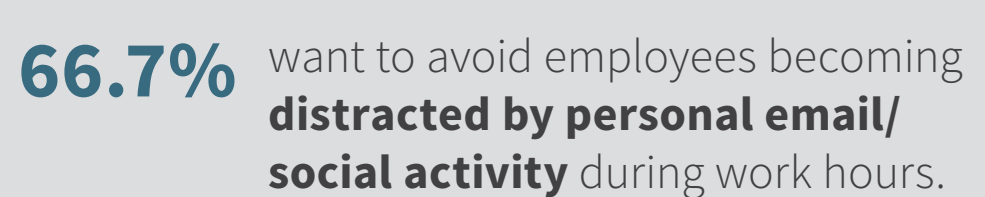
24.1% **Better** communication between employees and managers



17.2% **Higher** conversion rates



...Because It Can Help You Lap Your Competition!



of retailers have **no plans** to equip associates with mobile devices.



Source:

Assessing The Value Of Mobile-Enabled Employees, a survey of 151 retail executives, May 2015

retail TouchPoints

empower SOFTWARE SOLUTIONS