

BUSINESS BRIEF

Retail
Mobile Knowledge Worker



MOBILE RETAIL SOLUTIONS FOR BASKET UPLIFT

Mobile knowledge workers, equipped with Intel®-powered solutions, convert browsers into buyers and boost customer satisfaction

75%

of consumers use their mobile devices in the store.¹



Retail's Challenge: Respond to Mobile Trends

Consumer mobile technology has forever changed the shopping dynamic. A recent study found that 75 percent of consumers use their mobile devices in the store, in a wide variety of ways.¹ Shoppers compare prices, learn about features, read reviews, and even complete purchases from their 4-inch screens.

The mobile device is the consumer's first screen, and will remain so for some time. Shoppers trust their smartphones. Not only is it the screen that's viewed most often, but it's also the portal through which consumers manage their lives.² To add to the challenge, today's shoppers no longer view sales associates as helpful or knowledgeable. The traditional ways of converting browsers into buyers are obsolete.

Retailers are recognizing that they can better engage shoppers by transforming associates into mobile knowledge workers. According to one study, 70 percent of retailers plan to train staff on mobile devices in the next 12 months, and nearly two-thirds have already deployed mobile app features that are useful in the store.³

Enhancing Engagements with Mobile Solutions

With tools designed to engage shoppers, sales personnel can divert attention away from smartphones and to the associate's device. This changes the interpersonal dynamic. The latest mobile solutions for retail make it easy for associates to help customers compare products and understand shopper preferences. They also support mobile payment when the customer is ready to buy. Kiosks, digital signs, and electronic shelf tags cultivate a holistic experience and connect what customers are doing online to what they experience in the store. This helps retailers take a true omnichannel approach to customer engagement.

However, before retailers can effectively deploy mobile solutions, they must first understand their current and future requirements. A well-designed strategy will take into consideration security, manageability, and total cost of ownership. But it will also focus on devices that are reliable, easy to use, compliant with PCI standards, and have a long battery life.

Mobile solutions for retail should meet four key requirements. They should:

1. Intersect with a meaningful behavior and add value to the experience. For example, an associate can quickly find an item in the right size while assisting a customer in the dressing room.
2. Be rewarding to use. Mobile solutions should match up with customer behaviors, complementing the way they want to shop.

3. Integrate with sensors that collect data and send alerts about inventory, operations, and customers.
4. Bolster the associate's expertise and ability to delight the customer.

Intel Enables Transformation

The best retail solutions are built on Intel, whether it's technology for payment, supply chain, merchandising, analytics, or operations. Intel gives retailers one secure, flexible foundation that connects every channel and system. By constantly working with retailers and industry partners on solutions that are one to ten years on the horizon, Intel is in a unique position to guide the industry, including innovators in software, hardware, integration, and store operations.

Mobile solutions based on Intel® processors deliver exceptional battery life for all-day performance. They are also compatible with enterprise-based management solutions for easy integration and deliver best-in-class security.

Key ingredients for mobile retail solutions include:

- Intel® Atom™ processor-based tablets
- Software for mPOS, sales assist, clienteling, wait-listing, or other applications
- Wireless access points
- Payment sleeves to support credit card payment
- Device configuration and on-site support from solution integration partners

Mobile solutions should add value to customer experiences, integrate with other retail technologies, and bolster the associate's expertise.

Intel works with a wide range of solution partners to advance technologies for mobile knowledge workers.

Solution Partner	Category
Accenture	System integrator
Raymark	ISV
Dell	Tablets
Epicor	ISV
HP	Tablets
JDA Software	ISV
Manhattan Associates	ISV
Mi9 Retail	ISV
Microsoft	Cloud services
Moki Systems	ISV
NCR	ISV, tablets
Oracle MICROS*	ISV, tablets
Starmount	ISV
Verifone	mPOS sleeve

Get Started with Mobile Solutions

To learn more about mobile solutions for retail, contact your Intel representative or any of our retail solution partners. If you don't have a representative, contact Paul Butcher at paul.butcher@intel.com or Jon Stine at jon.c.stine@intel.com.

Learn more about Intel solutions for retail at intel.com/retail.



1. "The 2015 Reality of Retail Report." InReality, 2015, inreality.com/resources/report/20150331/.
2. "Master Your Customers' Mobile Pathways." Forrester, Nov. 3, 2015, forrester.com/Master+Your+Customers+Mobile+Pathways/fulltext/-/E-res129283.
3. "3rd Annual Analytics in Retail Study." EKN, 2014, risnews.edgl.com/getmedia/ef481976-9230-4da1-a8fd-28eafee63ec0/rcas14_sas.pdf.

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MOBILE KNOWLEDGE WORKER: KEY USAGE MODELS

As mobile technology gains traction across retail, dining, and lodging, several key usage models are proving their value.



Mobile payment

A mobile point of sale (mPOS) enables payment when and where the customer is ready to buy. This is a keystone mobile solution for many retailers because it avoids losing customers to long lines at POS queues.

Sales assist

Sales associates can more quickly respond to shopper needs when equipped with a mobile device that offers access to catalogs, inventory finders, brand look books, competitive pricing, and offers. Sales-assist solutions help shoppers view associates as helpful and often divert attention away from personal smartphones.



Clienteling

Although many clienteling and sales-assist solutions are integrated into a single package, they are distinct solutions. Clienteling helps retailers manage customer engagements and the processes for bringing customers into the store. Typically, clienteling solutions are used by the top sales associates for the highest-value customers.



Training

Whether it's employee orientation or ongoing skills development, traditional training requires facilities and equipment. When training is optimized for a mobile platform, it becomes portable, flexible, and unbound from facility limitations.



Wait list

During peak demand, customers want to be assured of their place in a queue. Mobile wait list solutions enable hosts to maneuver through crowds and easily manage the task. With automated notifications, customers receive a text alert when a resource—such as a table or associate—is available.



Dashboards

When performance indicators are readily available and optimized for mobile screens, it's easier for managers to attend to them.

