



Create a Customer-Focused and Efficient Retail Store

Overcome your small retail business challenges with tech that define modern retail

Retail is evolving rapidly and, for your small business to stay competitive, you must quickly modernize and optimize operations. Without devices designed to streamline retail processes and reduce worker burdens, your team may not be working at their full capacity.

Empower your teams with superior mobility to enhance customer service, accuracy and problem-solving capabilities. With connected workflows and elevated accuracy, you can optimize labor, increase efficiency and ultimately generate more revenue.



84%
of shoppers expect the retail environment to be as technologically advanced as their everyday lives.¹

Exceed customers' expectations and elevate service with modern store technology.



8 in 10
associates say more inventory visibility would be beneficial.¹

Empower workers to answer customer questions with real-time inventory visibility.

Turn Store Challenges into Positive Outcomes

Challenge	How Tech Can Help
Ineffective Inventory Management Inaccurate inventory data leads to wasted time and customer dissatisfaction	Improve On-Shelf Availability Understand inventory quantity, quality, and location in the store from receiving to sale
Limited Communication Disconnected workers struggle to collaborate and support customers	Enhanced Collaboration Connect workers across your operation to improve information access and provide seamless customer service
Inefficient Processes Poor workforce processes can reduce time spent on revenue-generating and customer-facing activities	Streamlined Workflows Use automation and workforce management tools to optimize workflows and free up your associates' time to serve shoppers better
Increasing Customer Expectations Customers expect advanced technology for a smooth shopping experience. Without it, employees struggle with limited productivity and service quality.	Elevated Customer Experience Equip your associates with efficient devices to improve customer service and sales on the floor



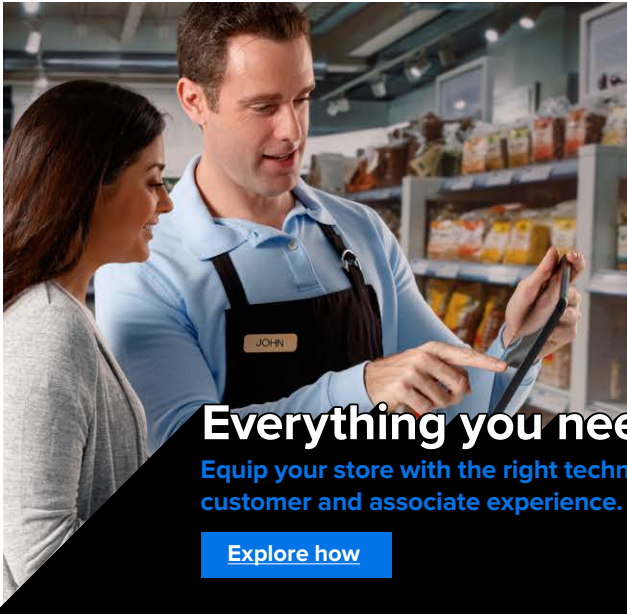
Key takeaways

Small and medium retail operations demand more than consumer devices can deliver. Durable, enterprise-grade technology can improve customer service, increase productivity, reduce costs and transform your store into a modern enterprise. It all starts with the right technology.

If you're ready to modernize your store, Zebra is here to help. With a wide range of enterprise-grade mobile devices at accessible price points, we've got what you need to keep growing.

Let's Build your Modern Store, Together.

Whether you need to understand inventory quantity and location, improve team efficiency by prioritizing tasks or enhance the checkout experience let us help you achieve your goals.



- Do you need to improve team efficiency by prioritizing tasks?
- Do you need to increase visibility and accuracy of your in-store inventory and lower your risk of loss?
- Do you need to streamline communications to and between workers across all levels in the store?
- Do you need flexible checkout and payment options?

Sources:
¹ [Zebra, 15th Global Shopper Study](#)

Everything you need. Nothing you don't.
Equip your store with the right technology to enhance customer and associate experience.

Explore how



NA and Corporate Headquarters
+1 800 423 0442
inquiry4@zebra.com

Asia-Pacific Headquarters
+65 6858 0722
contact.apac@zebra.com

EMEA Headquarters
zebra.com/locations
contact.emea@zebra.com

Latin America Headquarters
zebra.com/locations
la.contactme@zebra.com

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