Apple in Retail:
Mobilizing the Retail Experience

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 Corporate Reseller

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Introduction

In an era where customers use their mobile devices to shop in-store, they expect your frontline employees to be similarly empowered to deliver prompt and personal service through the use of mobile devices.

When their expectations aren't met, they'll likely go somewhere else:

- 51% of smartphone users have purchased from a different company than the one they originally intended to because that company gave them information right when they needed it.[1]

- 53% of millennials don't think store associates have the mobile tools they need to provide great customer service.[2]

- 57% of shoppers felt they received more personal and speedy service when store associates were collaborating on mobile devices—such as tablets and smartphones—to help them.[3]

- 55% of shoppers said associates equipped with the latest technology provide a better in-store shopping experience.[4]

Make no mistake. In an already highly competitive industry with tight margins, you can't afford to lose customers to a poor in-store experience. Nor can you afford to lose the other chief benefits mobility provides: increased employee engagement and business productivity.

Companies with highly engaged employees outperform their competitors' earnings by 147%, according to research from Gallup.

And, 63% of global enterprises regard mobility as the most significant factor contributing to competitive advantage.[5]

When deciding how to prioritize your spending and IT workload—given the significant return on investment and competitive advantage mobile can deliver—investing in mobile solutions should rise to the top of the priority list.

1   "Consumers in the Micro-Moment, Wave 3," Google/Ipsos, U.S., August 2015.

2   "The Connected Shoppers Report," Salesforce, 2017.

3   "The State of Retail," TimeTrade, 2017.

4   "2019 Shopper Vision Study," Zebra Technologies, 2019.

5   "The T-Mobile for Business 2019 Workplace Mobility Report," T-Mobile, 2019.

Getting Started

Developing a mobile strategy is a large undertaking. Critical success factors include having the expertise to manage all aspects of the process, from bridging the gap between LOBs and IT to having a deep understanding of what technologies and applications will work best in a unique retail environment. Selecting a mobile platform that is intuitive to use and equipped with the best apps to enhance the customer experience is a key component of realizing the full potential of your mobile investment.

Connection can help you maximize the strategic value of your mobile investment with our end-to-end support of retail mobile deployments, including:

- Deep expertise in the retail industry
- Leading mobile security and device management
- Preferred Apple partner
- End-to-end mobile services
- Full service distribution center

By combining Connection's retail mobile expertise with Apple's powerful, secure, and familiar mobile platform, your retail business can improve productivity and performance while helping your store associates deliver a better customer experience. And, you'll also realize quicker adoption, better results, and a faster return on investment.

Here's a look at how.

DISCERN   DESIGN   DEPLOY

When you are developing a mobile strategy it's important to make sure that you are strategic about what your needs are and how a mobile solution will help you meet your business objectives. Connection works with you to:

- **Discern** what you should be doing, what your priorities are, and a timeline for deployment.
- **Design** a mobile strategy that incorporates what devices and applications you'll need as well as how the solution will be executed and delivered on the backend.
- **Deploy** solutions with our end-to-end mobile services that include kitting, bundling, asset tagging of devices, and the ability to launch at scale across your entire organization.

The Apple Advantage for Retail

Mobile solutions empower frontline retail employees to help consumers throughout their buyer journey. But full empowerment requires employees to have the best tools and applications at their fingertips.

Apple's mobile platform delivers a superior experience because of its simple and intuitive ease of use, industry-leading embedded security, and its automated deployment and support capabilities. iPhone is one of the most popular mobile devices on the market—increasing the chances that your employees are familiar with using one. Training employees on an iOS device is dramatically faster than other mobile devices because of that familiarity, allowing you to achieve a quicker return on your investment by immediately utilizing the power of mobile.

Apple also makes deployment and integration seamless on the backend. Compatible with any office environment, Apple devices work with key infrastructure services like Microsoft Exchange for email and calendars in addition to wireless networks and VPN solutions from providers like Cisco. Solutions such as Apple Pay® and Apple Business Chat™ provide leading-edge mobile solutions that ensure a frictionless purchasing and customer service experience. By combining all of these features, your business gets a mobile solution unlike any other for your retail environment—one that allows your employees to communicate and collaborate better, train faster, more effectively assist customers, and improve productivity.

Customer Collaboration and Communication

Effective communication and collaboration are essential to ensuring brand consistency. Getting communications from corporate headquarters to hundreds of store locations at the same time—or getting feedback from stores to corporate—is an essential part of a positive customer experience. Mobile devices—like the iPhone and iPad—make this type of seamless, real-time communication possible.

- **Collect instant feedback from frontline employees**
  Mobile devices allow associates to communicate information in real time, helping leadership teams make immediate improvements to their business and understand what's working.

- **Extend associate expertise**
  Expertise can be shared between employees across locations by allowing frontline employees to connect remotely with one another to discuss specialized product knowledge.

- **Enable end-to-end collaboration and consistent communication**
  Information can easily be shared in real time across geographic locations with mobile devices. This ensures greater consistency with practices, processes, and knowledge across the company.

The Apple Advantage: Apple Business Chat

The use of Apple devices for improved collaboration also means access to Apple Business Chat. Being adopted by retailers and restaurants everywhere, Apple Business Chat allows employees to:

- Communicate with each other via messages, FaceTime, or Group FaceTime

- Ask questions and post documentation in real-time

- Interact directly with customers via the Messages app to answer questions, schedule appointments, and more

- Handle purchases via Apple Pay and Apple Pay Cash

- Support more complex tasks like ordering food from a menu with the use of complete iMessage extensions

■ 92% of employees surveyed think the use of mobile devices for collaboration is important.[1]

GUESS Mobilizes Collaboration for Better Customer Service

With four different brands and a footprint of 100 countries under the GUESS umbrella, GUESS wanted to make sure its customers had the highest level of customer satisfaction in its stores. However, with most information communicated through a company website, emails, or stored in binders, associates often had to leave the floor to get the information, which meant not being able to help customers.

Working with Connection to deploy iPads equipped with Bigtincan's cloud-based retail enablement platform, GUESS has been able to create a one-stop-shop for employees where they can access all their training materials, communicate with corporate, and communicate with fellow retail associates.

"It's going to create so much efficiency in terms of communication from the corporate office to the field."
—Saedah Salhia, Senior Communications Manager, GUESS

1   "Collaboration Trends and Technology," Alfresca, Aug. 2015.

Training and Enablement

Effective training enables employees to be more knowledgeable and efficient when doing their job. By deploying mobile devices—such as iPhone and iPad—retailers can increase employee engagement and boost their employee retention rates.

- **Improve learning with devices that are familiar and preferred**
  Mobile devices provide the best choice for training frontline employees since a large (and increasing) part of the retail workforce is comprised of millennials and Gen Z employees who have grown up on mobile devices and prefer them to other technologies.

- **Increase associate time on the store floor**
  Mobile microlearning allows employees to train in short time frames, such as between customer interactions, keeping them on the store floor and increasing productivity.

- **Track training metrics**
  By tracking metrics such as employee engagement and retention, retailers can ensure training compliance and improve associate engagement by identifying where employees are not completing or taking too long to complete training.

- **Increase the consistency of brand standards**
  Using mobile devices—such as the iPhone and iPad—to distribute communications and training materials helps ensure that all employees receive up-to-date training materials that are distributed at the same time and in the same manner.

The Apple Advantage: Integrated AR and AI

Using Apple devices for training and enablement provides a superior integrated augmented reality (AR) and artificial intelligence (AI) experience when used in training apps. AR combined with AI overlays adds a whole new dimension to training by giving employees the opportunity to learn through 3D models in a simulated environment—such as learning to fold a shirt or how to design an endcap. AR has also been shown to deliver 80% employee retention rates as opposed to 20% for traditional training.[1]

■ VR training has an 80% retention rate as opposed to 20% for traditional training.

1 Cortney Harding, "New research shows that VR training has an 80% retention rate as opposed to 20% for traditional training," friendswithholograms.com, July 10, 2019.

Telecom Retailer Gains Ability to Track and Manage Training and Communications

One of the largest retail telecom companies in the U.S. with thousands of retail locations across the country turned to Connection and Bigtincan to help improve their training and enablement programs. To ensure a seamless deployment, the retailer relied on Connection to provide a full suite of mobile services, including device procurement of iPhone and iPad, asset management, kitting, distribution, and MDM services.

The result was an amazingly fast and efficient deployment, where every retail store could simultaneously deploy mobile devices equipped with Bigtincan's enablement platform to their store associates. Now, the retailer has a single connected platform for training and communication that is available on any device at any time and anywhere. With greater access for employees to training materials and the ability to track and manage employee training and communications, the retailer has been able to:

• Increase sales team productivity

• Track and manage all assets, communications and training

• Analyze content effectiveness

• Improve collaboration between sales and marketing

Assisted Selling

Mobile devices—such as iPhone and iPad—empower employees to help customers with every aspect of their buying journey. With product information and customer data at their fingertips, associates can deliver more personalized in-store assistance, helping to elevate the overall customer experience.

- **Gain access to relevant insights about product preferences and buying behaviors**
  With product and customer data readily available, associates can knowledgeably answer questions and increase their success in providing upsell or cross-sell recommendations that align with a customer's personal preferences.

- **Drive more sales of out-of-stock items**
  The use of mobile devices to allow associates to quickly and efficiently assist customers with issues, such as finding the correct size or purchasing an out-of-stock item. Research shows that 68% of lost sales could be recaptured if sales associates had the ability to order an out-of-stock item and have it delivered to a customer's home.[1]

- **Create a more immersive customer experience.**
  Innovative technology like AR and VR allow customers to experience inventory that isn't available in the store in 3D.

The Apple Advantage: Powerful Tool for Assisted Selling

Apple devices make it easier to create immersive customer experiences through the use of technologies like AR and VR. In addition to training and enablement, AR can be used by associates in-store to enhance the customer experience. True Religion's Apple Watch application, for instance, enables store associates to quickly sort through various sizes, styles, and colors of jeans to find items a shopper might like so the customer can view the items.[2]

> ■ 88% of consumers say that when helped by a knowledgeable associate, they are extremely or somewhat likely to buy.[3]

Jeweler Dazzles Customers with AR

A leading U.S. jewelry retailer recently implemented a mobile solution with Apple and Connection that has allowed them to open up their entire catalog of diamonds, mountings, and other precious stones to customers—regardless of their location. This is a dramatic change from the previous shopping engagement experience where only select diamonds were available in the store. For customers to experience alternative options, the precious stones had to be overnighted for the customer to see first-hand.

The implementation of the mobile shopping application significantly reduced the excessive costs of insured overnight shipping and actual theft, while improving the customer experience. Customers can now see thousands of options and experience the jewelry retailer's full product availability in a single visit to the store.

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1   "Transforming Retail Associate Productivity with a Customer-First Experience," Cisco Systems, June 2017.

2   Chantel Tode, "True Religion's Endless Aisle Apple Watch Reimagines In-Store Engagement," Retail Dive, accessed Dec. 20, 2019.
3   "The State of Retail," TimeTrade, 2017.

Mobile POS

Research shows that 79% of consumers expect checking out in-store to be as simple as online and will take action if those expectations aren't met.[1] As many as 62% of consumers say they have left a store without making a purchase after waiting too long in line at the register.[2] Mobile POS can help break down some of these barriers to sales by making the checkout process quick and easy.

- **Eliminate customer frustration with the payment experience**
  Common payment frustrations, such as having to search out a cash register, waiting in long lines, or conducting payment transactions without face-to-face interaction can be eliminated with the ability of store associates to take payment from customers anywhere at any time.

- **Deliver seamless service across the buying journey**
  Equipping store associates with mobile technology not only helps customers find what they need but allows customers to complete the entire transaction in a single interaction, making for a faster and more efficient buying experience.

- **Open up store space to create a differentiated brand experience**
  Eliminating the need for a cashwrap opens up retail space traditionally reserved for check out. Retailers can use this newly recaptured space to either showcase more product or create a differentiated brand experience with more personalized face-to-face store associate interactions.

- **Eliminate maintenance of legacy infrastructure**
  A mobile POS eliminates the need to maintain legacy infrastructure and hardware, making it much easier to integrate with multiple sales channels.

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1   "2019 Digital Payments Survey," American Express, 2019.
2   Ibid.

The Apple Advantage: Apple Pay

A faster, more convenient, and more secure way to pay, Apple Pay, has become a game-changer for mobile POS payments—and has set the stage for its continued growth as well as the adoption of other contactless mobile wallet payment options.

■ 8 in 10 merchants agree contactless provides a faster checkout option.[1]

■ 44% of consumers age 25–44 have a mobile wallet.[2]

■ 77% of consumers say convenience is a primary reason they use contactless payments.[3]

■ 62% say security is the primary reason they use contactless payments.[4]

■ 86% of merchants agree that a contactless payment system is a minor expense when considering the benefits.[5]

Line-Busting Mobile POS Solution Makes Quick Work of Ordering

A national fast-food retailer worked with Connection to design and implement a world-class mobile POS and line-busting solution to speed up the drive-thru and reduce lines at peak hours. Using dedicated drive-thru teams equipped with iPads, customers receive face-to-face service from the restaurants' employees.

1 Ibid.

2 Alex Rolfe, "The rise of digital and mobile wallet: Global usage statistics from2018," Payments: Cards & Mobile, Nov. 26, 2018.

3 Karen Webster, "Report: What Apple Pay At Five Says About the Future of Mobile POS Payments," PYMNTS.com, Oct. 21, 2019.

4 Ibid.

5 "2019 Digital Payments Survey," American Express, 2019.

Productivity

Historically retailers have relied on paper-based communications for everything from determining how to lay out a store to issuing new employee handbooks. By equipping store associates with mobile devices—such as iPhone and iPad—many of these paper-based systems can be eliminated—reducing paper waste and increasing productivity.

- **Increase consistency of brand standards**
  Paper-based communication and training materials make it difficult to enforce whether the right version is being used at each location, and makes it impossible for a retailer to have confidence that all materials across all storefronts is consistent. Digitizing paper-based communications allows information to be pushed electronically simultaneously to every location and allows for version control to ensure employees are always accessing the most up-to-date information.

- **Easily track communications across retail operations**
  By digitizing previous paper-based communications, such as employee time cards, inventory forms, and training manuals, retailers not only reduce paper waste but make it faster and easier to track their communications throughout the organization.

- **Reduce paper waste to create a more sustainable retail operation**
  Eliminating paper waste by moving paper-based practices to digital lets retailers showcase their commitment to being more sustainable. Offering digital receipts, invoices, and bills to customers is one of the most visible ways for consumers to see you reducing paper consumption.

GUESS Eliminates Paper-Based Communications and Powers Up Productivity

GUESS wanted to make sure its customers had the highest level of engagement and assistance in its stores. However, with information stored in binders, it was hard to ensure everyone got the same information at the same time. Working with Connection to deploy iPads equipped with Bigtincan's cloud-based retail enablement platform, GUESS has been able to create a one-stop-shop for employees where they can access all their training materials, communicate with corporate and interact with each other digitally. Having a single platform and employees equipped with mobile devices such as the iPhone or iPad has created a more robust communication style across the entire organization.

Experience the Benefits of Working with Connection

Developing a mobile strategy is a large undertaking. Having the expertise to manage all aspects of the process, from bridging the gap between LOBs and IT to having a deep understanding of what technologies and applications will work best in a unique retail environment is critical to success.

Connection can help you maximize the strategic value of your mobile investment and achieve a faster return on investment. Our end-to-end support of retail mobile deployments includes:

- **Deep expertise in the retail industry**
  Our team has both deep technical expertise and in-depth knowledge of the retail industry. This combination allows us to work with retail brands to build a holistic mobile strategy that can anticipate short- and long-term challenges and bridge the gap between LOB and IT to help deliver maximum productivity and ROI from a mobile solution.

- **Preferred Apple partner**
  Connection is a preferred Apple partner, which means we have access to the entire Apple portfolio. We work closely with Apple and its partners to tailor a complete mobile solution that meets your specific needs.

- **End-to-end mobile services**
  Connection can ensure that your mobile solution is supported by the infrastructure necessary to seamlessly launch across all your retail locations. We deliver top-of-the-line security and device management, including compliance with PCI and personal data privacy regulations,

and can drive networking best practices to maximize performance and support of your current and future networking operations.

- **Full service distribution center**
  Through our distribution center, we provide fast, efficient, and seamless deployment of mobile solutions. Our services include procurement, configuration, MDM and security, kitting, asset tagging, distribution, and ongoing device management services.

Discover how much more is possible by partnering with Connection for your Apple mobile solutions. Visit www.connection.com for more information.

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