

Tablets in:
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RETAIL

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Some of the industry's largest retailers are already taking advantage of tablets. According to the National Retail Federation¹:

- ▶ In its most recent "State of Retailing Online" report, 30 percent of respondents say their primary objective for issuing tablets to store associates is to improve selling.
- ▶ Clothing retailer Nordstrom planned to put 5,000 mobile checkout devices into employees' hands in 116 stores by July 2013.
- ▶ Disney Stores and Urban Outfitters are using mobile devices to register customers' purchases and then deliver their receipts via email.

Retailers clearly understand that when employees can capture data where it is most fruitful—in this case, while interacting with customers—they're more productive. In a recent IDG Research survey, 61 percent of respondents say they are more productive when they have access to tablets.

This is just as true in retail as in other industries. Tablets have the potential to change the retail experience in fundamental ways: replacing paper, improving efficiencies and increasing customer engagement. In the first instance, truly sophisticated buyers want access to detailed specifications about products, especially in the high-profit electronics space. Instead of incurring the cost of printing out such specs (and running the risk of being outdated), salespeople can use tablets to access the latest information. Other examples include the ability to broadcast promotional coupons to customer devices, and to replace paper menus with tablets in quick-service restaurants.

Tablets in Retail: Improving Customer Engagement and Operational Efficiency

WITH NEW OPTIONS FOR SERVING CUSTOMERS AND CONNECTIVITY WITH IN-STORE DISPLAYS, TABLETS OFFER RETAILERS THE POTENTIAL FOR INCREASED SALES AND CUSTOMER SATISFACTION.

As electronic commerce continues to boost global competition for retailers, they're increasingly turning to technology to help them lure customers back to stores. Mobility in particular has become a key enabler for retailers, because the most efficient salespeople are those who go where the customer is rather than stand behind a counter.

As far as improving in-store efficiency, tablets with fast access to back-end databases can provide salespeople with important information when making a sale. Keying in a customer ID reveals preferences or previous purchases that salespeople can use to recommend new products or accessories. In big-box stores, they can even use the tablet to show a customer where merchandise is located.

/// **BENEFITS OF TABLETS IN RETAIL**

With these capabilities available, salespeople can use tablets to significantly improve the customer experience in a variety of ways, including:

- ▶ Making service more customer-centric, because salespeople can come to the customer rather than the other way around
- ▶ Allowing for “line-breaking,” where customers who only have questions don’t have to stand in line with others making purchases
- ▶ Enhancing efficiency, because salespeople can quickly check inventory, on-site or at other stores, and, with connectivity to logistics information, set up delivery of the product.

Studies show that customers who are served quickly and accurately, without a salesperson having to leave them to answer a question, are less likely to depart the store without making a purchase.

For retailers, putting tablets in the hands of salespeople also gives them an outlet for moving merchandise. Imagine having an analytics system that constantly tracks sales and adjusts sale prices for older items. In addition, salespeople can use the tablets to

show prospects a video of how to use the product—on-the-floor training, as it were.

/// **THE IMPORTANCE OF INTEROPERABILITY**

Tablets have the potential to offer even greater opportunity when it comes to connectivity. As noted, tablets need to integrate with back-end systems for access to inventory, marketing campaigns and maps, but state-of-the-art tablets also offer high levels of interoperability with other store-based electronics.

Take kiosks. In some scenarios, multiple customers may want to see product videos. With wireless connectivity to in-store kiosks equipped with larger screens, salespeople can show videos to a larger group of people. Embedding tablets into kiosks also allows for greater self-service for customers who don’t yet want to interact with a salesperson.

Consider, too, the potential for digital signage. Store managers who want to announce a special in-store, short-term promotion can type the details into a tablet and—again, through wireless connectivity with a signage system—quickly display a new bargain opportunity. This can increase sales and generate in-store enthusiasm.

In situations where customers have an established relationship with the store, and who register their presence upon arrival (through a smartphone, for instance), retailers can track what the customers look at in which department. Then, by accessing back-end data about previous customer purchases, retailers can actually broadcast customer-specific promotions

when those customers approach kiosks. Interoperability with peripherals can also help in the line-breaking scenario. Salespeople can take advantage of tablets equipped with point-of-sale peripherals to take credit card information. They can also transmit receipts to wireless-enabled printers (as well as print out documentation).

/// **HOW SAMSUNG HELPS**

Because Samsung understands that the retail industry functions on narrow profit margins, it offers a variety of size options with the Galaxy Tab and Galaxy Note devices. This enables retailers to still equip back-office workers with tablets, while offering larger-size displays to salespeople.

Samsung also understands that tablets must function as connected, rather than stand-alone, devices. That’s why it works with partners to offer software for interoperability with back-end systems for inventory, logistics and marketing campaigns. Because retailers must comply with strict Payment Card Industry (PCI) regulations governing credit card information, Samsung offers its SAFE™ (Samsung For Enterprise) program, which incorporates four key capabilities to ensure secure and reliable access to corporate data and transmission of other data.

In addition, Samsung tablets are equipped with cameras, another key peripheral for retailers. Because manufacturers often pay extra for special promotions, employees can use the tablets to document those displays; they can also document particular effective displays for other stores to emulate.

Thanks to Samsung’s insight into the industry’s challenges, these tablets and peripherals are helping retailers increase their operational efficiency and improve the customer experience.

- ▶ To learn more, go to www.samsung.com/business.

Samsung Tablets for Retail:

- ▶ Galaxy Tab S (8.4” and 10.5”)
- ▶ Galaxy Note® Pro 12.2 featuring S Pen
- ▶ Samsung Knox Enterprise-Grade Security



¹National Retail Federation, 2013