



# CA50 gives store associates tools to increase productivity and enhance customer service



## Competing in today's retail world

In today's retail environment, consumers have many shopping options — from a wide variety of brick and mortar stores such as super-centers, specialty stores, value chains and department stores to a world of online options where customers can locate specific products in just a few clicks. In this highly competitive environment, customer service becomes a critical competitive differentiator — the better the overall in-store experience, the higher the customer retention rate, contributing to higher sales levels. But at the same time retailers need to improve customer service levels, they must also trim operating and labor costs in order to support the every day value price savvy customers have come to expect. In essence, today's retailer needs to do more with less.

Personal interactions with store associates have a significant impact on customer loyalty and a retailer's bottom line. A slow or unhelpful response to customer questions regarding merchandise — pricing, location, availability and more — can quickly lead to customer frustration, a lost sale, lost future sales and bad word of mouth. Retailers need to find solutions that enable all store associates, with varying skill, experience and dedication levels, to provide a higher level of customer service, even when staff levels are light.

Retail managers have been hampered with ineffective methods of managing highly mobile store associates who are constantly moving throughout the store. To delegate a single task, a manager needs to walk the sales floor to locate employees who could be anywhere in the retail environment — on the sales floor, at the register or in the back room. As a result of this inefficient process, employee idle time is high, and critical tasks — like processing incoming shipments of seasonal merchandise or re-stocking promotional items — take longer to be completed.

How can retailers improve associate availability to maximize productivity? Equipping all store associates with a mobile phone or mobile computer is often cost-prohibitive for retailers. Due to weight and bulk, cumbersome walkie talkies are often left on shelves or at the cash register — where they are ineffective and more likely to be lost or damaged. But the CA50, a new class of device, is designed to cost-effectively deliver the right set of capabilities at the right price.

### Key Benefits:

Increases store associate productivity

Improves in-store customer service and consistency of delivery

Ensures that store associates are instantly available and accessible

Lowers total cost of ownership

Provides managers with a communication tool to contact store associates as needed



### **CA50 VoIP-enabled Wireless Bar Code Scanning Device — productivity-enhancing tools for store associates**

The CA50 defines a new product category, combining bar code scanning with the right set of voice over IP and mobile computing capabilities required to improve associate productivity and availability, enhance the customer's experience and, ultimately, increase revenue. The result is a durable appliance that offers bar code scanning, paging, voice and the ability to run targeted data applications that do not require onboard data storage. With its competitive price, the CA50 enables enterprises to extend these productivity-enhancing features to all retail employees instead of a select few. The pocket-sized device can be comfortably carried all day long — providing instant access to employees wherever they may be.

Capabilities include:

- One-to-one voice calls between workers over the wireless LAN (VoIP)
- Walkie-talkie style communications that enable managers to broadcast information to any defined employee group
- The ability to direct outside customer calls to the right associate in the right department
- Lightweight data applications, such as price and availability checks
- Integration with self-service kiosks, which enables event-based alerts to notify employees that a customer at a kiosk is requesting assistance
- Receipt of text messages for efficient and effective task management

### **Increase efficiency with on-the-spot access to merchandise information**

The CA50 incorporates bar code scanning and data capabilities to streamline processes and improve customer service. The device gives store associates the tools needed to answer customer questions quickly and effectively — minimizing customer frustration and reducing the chance of lost sales. With a quick scan of the merchandise or shelf label, store associates can check pricing, location and availability for a customer in seconds.

There's no need to return to the back room, and even newly-hired store associates are more likely to respond to customer requests. And with the CA50's push-to-talk functionality, store associates can request immediate delivery of an item to the sales floor or register — without leaving the customer's side.

The CA50's data capabilities also increase efficiency in return applications. Instead of punching a SKU into a computer, store associates can scan return items on the fly to immediately determine their location on the floor — enabling workers to get products back on the shelf faster.

### **Improve customer satisfaction with better workforce accessibility**

The anywhere, anytime voice capabilities of the CA50 enables store associates roaming through the store to receive calls from customers, and to place calls to and receive calls from other store associates and managers who are inside the four walls. Compact and portable, the CA50 is as 'pocketable' as a cell phone and can be worn around the neck on a lanyard, ensuring employees have the device on hand and easily accessible at all times. Productivity rises as store associates no longer need to interrupt their current activities to locate the closest wired phone.

By enabling the extension of VoIP over the existing wireless LAN, the CA50 delivers cost-effective voice communications without the coverage issues or monthly fees associated with cellular service. The device integrates with PBX systems, allowing retailers to extend the value of their technology investments, as well as bring value-added voice communications to the CA50. Incoming customer calls can instantly be routed to associates on the sales floor, enabling the right department expert to handle questions on products, availability, pricing and order status. As a result, customers receive informed answers fast — and retailers no longer need to dedicate one or more full-time employees to manning the phones.

The CA50 can also enhance the customer's in-store experience through the Motorola Micro Kiosk™ MK2200 or MK1200. When a customer encounters a problem at the self-service Micro Kiosk or needs help on the sales floor, a quick press of a button on the Micro Kiosk can trigger an instant message to all employees associated with the department in which the Micro Kiosk is located. The closest

available employee can then respond, ensuring rapid response to customer issues. And with the CA50's one-to-one voice service, employees can easily contact managers and other store associates inside and outside the department to obtain any information needed to resolve any issue — without ever leaving the customer's side.

#### **Effectively manage mobile employees with streamlined task management**

With paging and walkie-talkie style communications, the CA50 provides a direct and efficient communication link between managers and employees. Mobile workers are never more than a second away — wherever they may be. Managers can instantly broadcast information and push tasks to store associates without subjecting customers to annoying overhead pages or having to roam the floor to track down individual workers. As a result, retail workers always have a task list on hand to stay busy and productive when not assisting customers.

For example, with the CA50, managers can instantly distribute tasks to the proper workers, such as:

- Mark down men's sweaters 10% or women's shoes 25%
- Process received shipments at the back door
- Restock promotional items

When a task is completed, employees can send an acknowledgement at the press of a button, giving managers real-time visibility into task status (application dependent). By eliminating the inefficiencies associated with manually delegating tasks to a mobile workforce, the CA50 enables retailers to more easily manage their labor resources. The ability to provide a task list for every associate, complete with task status, enables managers to ensure that mobile associates are busy and productive all shift long, significantly improving overall store efficiency.

#### **A great business value — a rapid return on investment (ROI) and a low total cost of ownership (TCO)**

Improvements in productivity and customer satisfaction result in a rapid return on investment — employees can get more done in a day and customer retention and sales are improved. In addition, the CA50 offers enterprise durability and ease of management to ensure a low cost of

ownership. The CA50 is designed to withstand all day use on the retail floor — offering a 4-foot drop rating that ensures the unit keeps working even if it's dropped to concrete, and the ability to survive 500 consecutive drops in a tumble drum. And with its thin and lightweight form factor, the CA50 is more likely to be worn all day by store associates, and less likely to become one of the many lost devices needing frequent replacement. In addition, the CA50 requires a user-specific log on, providing increased accountability for the unit's whereabouts.

Compatibility with Motorola's Mobility Services Platform (MSP) significantly reduces the cost and complexity of mobile device management. With MSP, IT staff can remotely and automatically provision all CA50 devices, including installation of the right set of applications and the right security configurations. In addition, IT staff can easily update operating systems, firmware and applications — all from a central web-based console.

#### **Depend on Enterprise Mobility Services to support your mobile device**

Even the most intelligent devices need a maintenance plan and a support strategy. That's why Motorola covers every aspect of the CA50 — to ensure you derive full value from your investment in our technology. To help you seamlessly integrate this unique voice and data solution into your environment, Motorola offers a full suite of services that span the entire solution lifecycle — from initial assessment, commissioning and rollout through ongoing training and support. Motorola's Advanced Services help to minimize potential integration issues and reduce implementation time, while Motorola's Customer Services help to ensure your device operates at peak performance. Our flexible programs help to protect your product uptime, allowing you to reap the full benefits Enterprise Mobility brings to your business.

#### **A solution for today and tomorrow**

The CA50 is designed to meet your needs today and tomorrow. And you can easily add more devices to support new staff, ensuring that your investment can cost-effectively scale as your organization grows.

For more information about the Motorola CA50, please visit us on the web at [www.symbol.com/CA50](http://www.symbol.com/CA50), or access our global contact directory at [www.symbol.com/contact](http://www.symbol.com/contact)



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APPLICATION BRIEF: CA50: Retail