The Modern Store
by Zebra

Elevate Your

Customer Experience

Create an elevated shopping experience for your customers. Enhance checkout, integrate in-store and online experiences and keep customers coming back by eliminating friction and empowering your associates with intelligent tools to improve customer service.

Reduce customer wait times by **23%**	**Increase** checkout speed by **32%**	**Improve** store/item accuracy by **6%**

Note: Actual performance may vary depending on, among other things, store environment, product mix and process adheence.

⁙ ZEBRA

Transform Casual Shoppers into Loyal Customers

Curating a better shopping experience is a priority for retailers who are modernizing their operations while managing changing retail environments:

The in-store experience has additional value to shoppers

82%

of shoppers across all age cohorts agree the ability to see, touch or try products is an important aspect of the shopping experience

But ultimately, accommodating for both online and in-store purchasing is a good option

71%

of shoppers use both in-store and online channels to make most of their purchases

Source: 16th Annual Global Shopper Study, Beyond the Basket: What Shoppers Really Want in Their Retail Experiences, Zebra Technologies, 2023.

Using Zebra's Modern Store framework, you can pivot to address changing shopper habits and desires with flexible, scalable tools that transform customer experiences and optimize in-store and online service.

Create Frictionless Shopping Experiences

Leverage Zebra's decades of knowledge to integrate online and offline channels and develop the seamless shopping experiences customers crave. Our Modern Store framework highlights three capabilities that elevate customer experiences:

1 Enhance the Checkout Experience

- Enable flexible checkout and payment options — now every device can be a point of sale
- Streamline staffed and shelf-checkout lanes with faster, more accurate machine vision
- Accelerated checkout with personal shopping solutions

The Benefits

- Meet customer needs for fast, simple checkout processes
- Shorten shopper wait times with expanded checkout options
- Reduce friction with intelligent solutions that ease checkout

With the help of Workcloud Actionable Intelligence, **Lowes Foods** streamlined the checkout experience by reducing voids by **76%**

2 Improve In-Store Service:

- Ensure skilled employees are available to serve customers when needed
- Connect digital and store experiences with intelligent in-store kiosks
- Improve customer experience of in-store order fulfillment

The Benefits

- Provide accurate answers to customer questions with information at associates' fingertips
- Meet customers' need for accurate inventory and product information
- Increase engagement with personal shopping technology

With the help of Zebra scanners and mobile computers, **Schnuck Markets** improved both team productivity and customer satisfaction

3 Connect Physical and Digital Shopping

- Build customer trust by improving product availability
- Streamline the returns process
- Reduce waste and improve sustainability results

The Benefits

- Provide accurate answers to customer questions with information at associates' fingertips
- Meet customers' need for accurate inventory and product information
- Increase engagement with personal shopping technology

Workcloud Enterprise Forecasting helps ensure retailers have the right product at the right store, when the customer needs it

Note: Actual performance may vary depending on, among other things, store environment, product mix and process adherence.

Zebra Offerings

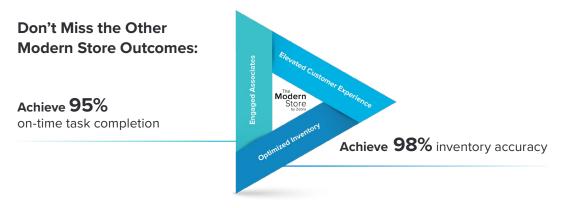|			
Workcloud Scheduling	Handsfree Scanners	Personal Shopper	Kiosks
Workcloud Timekeeping	Bioptic Scanner	Mobile Printer	Zebra Pay
Workcloud Communication	Single-Plane and Multi-Plane scanners	Produce Vision	Desktop Printers
Workcloud Enterprise Forecasting	Handheld Scanners	Mobile Computers	Produce Vision
Workstation Connect			

Our Partners' Offerings

Find out more about how Zebra and our ecosystem of partners help customers worldwide elevate their customer experience by clicking **here.**

Achieve Elevated Customer Experience

Meet your goals for your associates with Zebra's visionary Modern Store framework, built to improve your customer experiences and satisfaction scores.

Benefit from our robust services offerings, including strategic assessments, solution advisory, implementation and design and optimized configuration to help you drive success.

When your customers are engaged, your business benefits.

Don't Miss the Other Modern Store Outcomes:

Achieve 95% on-time task completion

Engaged Associates
Elevated Customer Experience
The Modern Store by Zebra
Optimized Inventory

Achieve **98%** inventory accuracy

Note: Actual performance may vary depending on, among other things, store environment, product mix and process adherence.

Customer Spotlight

LOWE'S

With Zebra's Modern Store framework, Lowe's integrated online and in-store operations for a seamless, stress-free shopping experience and **increased associates' time with customers by**

20%

Let's Elevate Your Customer Experience and Build Your Modern Store, Together. Are You Ready?

Contact Zebra to get started
zebra.com/the-modern-store