

A woman with short curly hair, wearing a dark blue cardigan over a maroon top, is looking at a handheld device in a retail store. The background is a blurred store interior with shelves and a sign that says '30'.

# The Modern Store by Zebra

## Transform Workers into Engaged Associates

Employee retention and engagement are critical to your success. At Zebra, we understand the intricacies of empowering associates.

Let us guide your modernization journey as you ensure all your associates are as productive, empowered and engaged as possible.

Unlock **15 hours** of  
store productivity  
per week

Achieve **95%**  
on-time task  
completion

Increase  
time spent with  
customers by **20%**


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



# It Starts with Your Associates

Creating engaged associates is top of mind for retailers like you who are building a smart retail operation even as they contend with global challenges:

#1 floor associate pain point



Lower-value tasks leave little time to help customers

Associates increasingly feel shoppers have better tools than they do



77%  
(+15% YoY)

of retail associates feel that shoppers are better connected to information than store associates

But the right tools make associates feel valued



84%

of retail associates feel more valued by their employer when they provide technology tools that help them work

Source: 16th Annual Global Shopper Study, Elevating Retail Experiences: Empowering Associates to Enrich Customer Interactions, Zebra Technologies, 2023.

**Using Zebra's Modern Store framework**, you can tackle these challenges head-on, transforming store associates into knowledgeable, engaged and empowered team players who do their best work and deliver a quality in-store experience for customers.



# The Capabilities You Need to Engage Your Associates

Only Zebra can help you strategize and carry out your plans to keep your associates happy, loyal and focused on customers. Our Modern Store framework highlights three key capabilities that create engaged retail associates.

## 1 Optimize Workforce Management

- AI-initiated predictive workload forecasts for optional schedules
- Automate schedule swaps and call outs with self-service
- Optimize schedules to employee preferences and skills

### The Benefits

- Meet next-gen expectations for work-life balance
- Free time for customers
- Control labor costs with less over or under staffing

US-based specialty retailer solves labor scheduling issues and saves

**\$100M in 7 Years**

## 2 Streamline Task Management

- Improve team efficiency by prioritizing tasks in real-time
- Optimize employee productivity and improve task execution
- Simplify and streamline store workflows

### The Benefits

- Increase associate efficiency
- Enhance visibility into job status rates to manage by exception
- Optimize store operations

Vera Bradley achieved

**15 hrs/week**

increase in productivity

## 3 Advance Communication and Collaboration

- Connected device for every employee – from tablets to handhelds to hands free wearables
- Seamless transition between mobile and desktop devices
- Streamline communications to and between front line workers, ensuring communication across all levels in the store

### The Benefits

- Deliver better customer experiences
- Instantly connect teams and open more opportunities for collaboration
- Communicate effectively and eliminate confusion

Lowe's saw a

**20% increase**

in time spent with customers

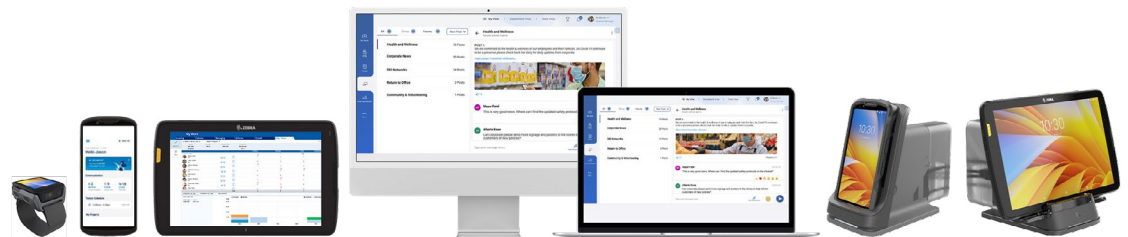
Note: Actual performance may vary depending on, among other things, store environment, product mix and process adherence.

## Zebra Offerings

Workcloud Task Management	Workcloud Timekeeping	Mobile Computers	Workstation Connect
Workcloud Scheduling	Workcloud Communication	Tablets	Wearable Solutions

## Our Partners' Offerings

Learn more about how Zebra and our ecosystem of partners can help you implement comprehensive solutions to engage in-store associates by clicking [here](#).



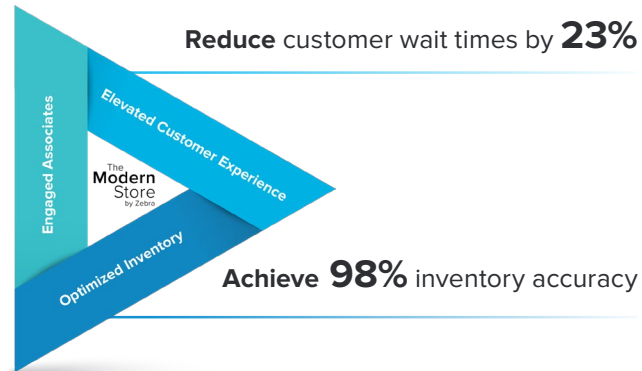
# Empower and Engage Your Associates

Meet your goals for your associates with Zebra's visionary Modern Store framework, built to help you empower and engage your most valuable investment and the face of your operation.

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

When your associates are happy, so are your customers. It's a win-win.

## Don't Miss the Other Modern Store Outcomes:



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

## Customer Spotlight

# LIVING SPACES

We eliminated scheduling inefficiencies by over **20%** with Zebra's Workcloud Scheduling. Now we always have the right people in the right place at the right time

**Gregory Venne**  
Process Optimization Manager  
Living Spaces

## Let's Engage Your Associates and Build Your Modern Store, Together. Are You Ready?

Contact Zebra to get started  
[zebra.com/the-modern-store](https://zebra.com/the-modern-store)



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