"You cannot give up the bricks and mortar experience, because a customer has to come into the store and be excited. She has to see things that make her (or him) want to buy."

Allen Questrom

From stock room to shop floor, from security guard to management, Motorola Solutions connects all your staff and gets them communicating instantly as one team.

53% of Europeans would rather speak to a human shop assistant than use interactive in-store technology.

"Bricks-and-mortar still accounts for 90% of all sales, and that won't change dramatically."

What makes your in-store shopping experience better?

- 53% Ease of checkout
- 40% Real-time personalized offers designed especially for me
- 38% Ability to check other store or online stock quickly
- 32% Inviting ambience
- 28% Ability to shop other store or online shop quickly
- 23% Sales associates with a deep knowledge of the product range

In 2015 of global sample are influenced in some way by social/media (compared to 68% in 2014).

"What makes your in-store shopping experience better?"

“BROWSERS TURN TO BUYERS”

In retail, browsers turn to buyers. With real-time communication, staff can provide the knowledge and advice necessary to make sure the purchase gets made.

WHAT IT MEANS FOR RETAIL

WHAT IT MEANS FOR RETAIL

WHAT IT MEANS FOR RETAIL

MORE KNOWLEDGE, BETTER SERVICE

Connect shoppers and staff, warehouse teams, stock administrators and management with real-time information using WAVE. WAVE Communications enhances the retail experience.

Turn browsers looking for the best deal into shoppers getting the best deal. With real-time communication, staff can provide the knowledge and advice necessary to make sure the purchase gets made.

Download ‘Retail Transformed, Service Unmatched’ to explore in more detail what voice and data communications can do for your shops efficiency and customer approval. www.motorolasolutions.com/retail