Connecting with Your Customers

Every interaction between your sales associates and customers is an opportunity to build loyalty. The customer's experience, and how your associates are empowered to assist and educate, tie directly to your future business. Equipping retail staff with the latest Android mobile computers offers up an image of innovation. Providing an equally elegant mobile application platform? That's empowering. Workflows with tap-and-swipe navigation are easy to learn, and familiar to both your associates and customers.

Everything from product information, to stock, and more is available to answer customers' questions immediately. With rapid access to knowledge, your staff delivers a more personalized shopping experience that dives deeper on information sharing, while offering a faster shopping experience for your customers. Altogether, your business gains the opportunity to increase both cart value and customer satisfaction.

System and Product Visibility

Mobile apps that simplify access to product information are a top priority. In fact, the "ability to check other store and online stock quickly" was rated a top priority by 68 percent of respondents in a recent global retail survey[1]. Apps that can intuitively speed the lookup of product details go a long way toward raising customer satisfaction and accelerating the sales transaction.

As you look toward your next-generation mobile computing platform, Ivanti® Velocity, powered by Wavelink, offers the easy process to move telnet and web-based mobile apps to Android. Plus, Velocity works with your existing retail enterprise systems, making it easy for retail associates to view system information such as stock, prices, etc. And, when you add voice with Speakeasy, powered by Wavelink, your associates gain a full-featured

solution for stock counts and picking – increasing both store-floor and stockroom efficiency while helping you control labor costs.

Brand-Forward Presentation

It's no secret that everything in your retail environment influences how your brand is viewed by shoppers. Putting a modern, innovative image forward is key to bonding with a new generation of customers – and the mobile tech you employ on the store floor is a great, visible example. The clean design and bright, beautiful touchscreens on Android mobile devices offer an eye-catching, yet productive presentation to your shoppers.

Line-of-business Android mobile computers make your retail associates stand out against a sea of smartphone-toting shoppers. And when approached with a question, associates can share a view of the screen with pride. In turn, customers can appreciate the exact information visible to answer their questions. Velocity places that elegant, modern look on your retail system apps. You can insert your branding and color scheme directly into the app, leaving a lasting impression of modern retail.

Right Device for Right Associates

Equip workers with the optimal mobile computing shape for the task at hand. For inventory staff, a traditional barcode-scanner form factor is typically appropriate. It lends itself to speed and user comfort when scanning numerous barcodes during a shift. However, retailers have long desired a more customer-relatable device type for store tasks that engage with customers.

With a shift to Android and the opportunity to use Velocity to modernize retail systems for a touchscreen experience, you now have a much larger set of mobile computing options to choose from. Matching the right device type with the types of tasks each retail associate performs is now easier than ever.
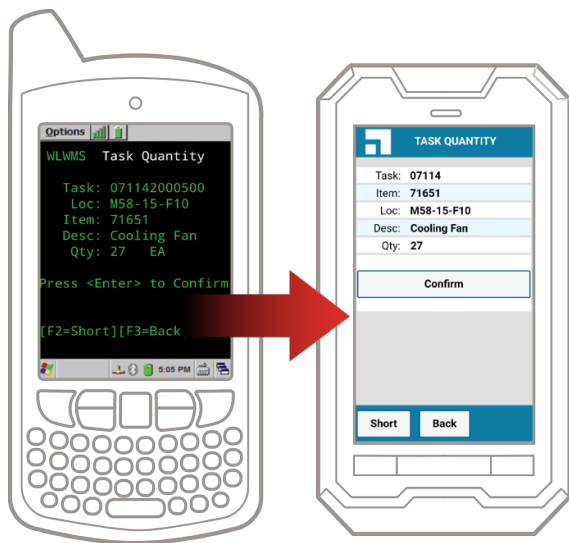
The Rapid Migration and Modernization platform (RM^2) for Velocity imports your existing retail systems to Android, then modernizes the user experience for the Android

touchscreen experience. Your Velocity apps are then ready for further productivity enhancements – such as adding Speakeasy for voice in tasks where voice makes sense.

Management and Insights

Managing a mix of devices – both rugged and consumer-grade that run multiple operating systems – isn't uncommon in retail. Ivanti Avalanche, powered by Wavelink, is MDM that's designed and proven to exceed the demands of retail operations. Powerful control of device-specific functionalities helps you ensure security, while empowering your store operations team to perform OS and app updates on a schedule you control.

You desire peace of mind – knowing each day that your mobile deployments are ready when customers enter your doors. The dashboard and reporting capabilities available for Avalanche deliver at-a-glance information to verify readiness for business today and tomorrow, and to take action when necessary.

Technology without Disruption

You can't afford to disturb the customer's experience when you're introducing new mobile technology. We develop our mobile productivity solutions for easy implementation, taking care to minimize the risk of operational or system disruptions. As you plan your Android migration, Ivanti is at your side with global implementation experts, support, and more. Let us help you make a successful migration that keeps your workers effective and well connected with your customers.

Learn More

ivanti.com/wavelink

1 206 274 4280

wavelink@ivanti.com