



WORKFORCE CONNECT VOICE CLIENT STRATEGY RETAIL

What is WFC Voice Client?

Workforce Connect Voice is a flexible Voice over IP (VoIP) telephony client designed to enhance workflow efficiencies and deliver better customer service. Using only a Wi-Fi connection, it can provide comprehensive PBX functionality to Zebra mobile computers.

COMPETITION VOICE SOLUTION

SpectraLink Pivot | Device and Client, Android
Cisco | Jabber – BYOD type client for Android
Wmobile / iOS devices, 7926 - voice-only device
Consumer devices (Android, iOS) w/ voice clients

QUESTIONS FOR CUSTOMERS REGARDING THEIR INFRASTRUCTURE

History | What devices do they have including BYOB (e.g., SpectraLink, DECT, Voc2-way radios, Overhead paging, etc)

PBX | Cisco and Avaya (68% of the market)
| Zebra, Cisco, Aruba, Ruckus

QUESTIONS TO ASK

How easy is it to find a team member for assistance?

Do How critical is it to support customers calling into store like those walking in?

Do they know how many customer hang up?

NOTE: these usually make their next call to a competitor. Not knowing is losing Revenue!

How do the staff communicate today (both internal and external)?

Relying on phones to reach workers on the floor is inefficient. Overhead paging (disruptive to shoppers).

How often are devices breaking?

SpectraLink, Cisco, iOS and Android consumer devices have a reputation for frequent breakage.

Could be significant monthly repair charges. Is anyone carrying multiple devices for comm's and applications?

How much overhead paging is being used?

Detracts from workers and customer environment

Are 2-way radios being used?

How does a manager contact workers that carry 2-way devices.

Does staff ever have to use 2-way radios (typically an warehouse and security)? Very bulky

NOTE: telecom staff may be different from the staff managing 2-way radios

PLAYERS

Primary Decision Makers:

CIO Decision maker focused on building infrastructure to support business functions. Concerned with implementing technology to ensure a competitive advantage without disrupting business operations, making IT as agile as the business demands, and reducing

COO/VP Operations

Decision maker focused on increasing sales and profits
Ensure associate productivity (ease of use is important)
Enhance operational execution of store and supply chain

CFO/VP of Finance Concerned with ROI

Influencers

Store Manager

District Manager

Operations Manager

Merchandise Manager

Project Team

IT Project Manager

Network Engineering

Telecommunications Engineering

Security IT (if 2-way radio integration is required)

ZEBRA WFC DIFFERENCE

Purpose built devices

Best roaming devices on the market

Emulate desktop phones with advanced voice feature set

One of a kind PBX features on mobile computers

We deliver software that allows for different modes of communications

Integrate with third party messaging platforms

ZEBRA KNOWLEDGE CENTER



WORKFORCE CONNECT VOICE CLIENT RETAIL

DELIGHTTING CUSTOMERS CALLING INTO STORE

User: All Associates finding answers for calling customers

Need/Pain Point: Customers calling expect their call to be answered immediately, to get to the right person to help them with 1 transfer or less, and never to be put on hold for more than 45 seconds

Use Case: WFC-Voice client is available on application devices in each department allowing them to have mobility and still reach customers.

Calls can be directly routed to the right department or transferred to the right department.

Managers can have Multiple Share Line Appearance for all departments and answer any calls not immediately being picked up by departments. Park the customer, use PTT Express to get to the correct associate who then immediately Retrieves the caller.

Benefits: MOBILITY, VISIBILITY, EFFICIENCY
Associates to be able to help calling customers from anywhere, Managers see calling customers to back up associates. Getting the customer to the right resource, faster saves time by avoiding unnecessarily involving other associates.

OVERHEAD PAGING SUBSTITUTION

User: Worker on the Floor

Need/Pain Point: Overhead paging is overly used for staff communications, impacting the store experience for customers

Use Case: Store associates have voice enabled application devices (MC40, TC70, TC75) or EWB100 devices that allow them to be reached via PTT Express or voice calls instead of overhead paging

Benefits: EFFICIENCY, CUSTOMER, EXPERIENCE
Customers no longer have to endure associate communications over the paging system ('clean up on aisle 3') while associate communications are more efficient by targeting communications to the appropriate groups (via Push-to-Talk via PTT Express) or key individual (via phone call to right person)

MULTI USE DEVICE

User: Associates on retail Floor

Need/Pain Point: Retail workers carrying separate devices for retail applications applications (mobile computer or scanner) and communications (walkie-talkie or WLAN phone)

Use Case: Retail worker has single device for their Retail applications and communications. Associate can

access the key applications (e.g., pricing, inventory) directly from the In-Call screen to more quickly answer customers questions.

Benefits: EFFICIENCY AND COST-EFFECTIVE
Efficiency by associates only need to carry.

Cost savings: faster ROI by leveraging a single device for Retail applications and communications, reduce maintenance expense

Reduce IT effort: by supporting 50% less devices. Reduction in training cost because basic PBX features and enhanced are adapted in the VC

APPLICATION INTEGRATION with VOICE CLIENT

User: Retail worker Floor

Need/Pain Point: Associates frequently need to access data applications (inventory, pricing or order entry) for customer when they call into the store. Switching between voice clients and applications can mean multiple key strokes and screens, sometime prone to mistakes (e.g., accidental call hang ups).

Use Case: Worker has a voice client on the MC40 with icons for key inventory, pricing, or ordering applications directly in the In-Call screen. With a single touch the Associate can access the application and answer the customers question / order.

Benefits: EASY OF USE, EFFICIENCY
Associates can more quickly provide the answer to the customer, are less likely to make a mistake, thus providing better customer service, more efficiently

ZEBRA

KNOWLEDGE CENTER



WORKFORCE CONNECT PTT PRO STRATEGY RETAIL

What is PTT Pro?

With Workforce Connect PTT Pro, a feature in Workforce Connect, your workers can always reach the right person, in real time via instant Push To Talk over Wi-Fi and cellular networks. The result? A single device with the rich communication and data features your workers need to complete every task as efficiently as possible.

CUSTOMER TARGETS

History | Bought IOS, Android or Windows devices, MC devices, Zebra, Apple, Samsung
Transport | Wi-Fi, 4GLTE, LMR
UCC | Cisco Jabber, Avaya Flare.
PPT Competitors | Kodiak, AT&T, Verizon and Sprint

QUESTIONS TO ASK

How easy is it to find a team member for assistance?
Do they need to consolidate their communications (e.g., telephony cellular, Wi-Fi and 2-Way)?

How do the staff communicate today (both internal and external)?

Relying on phones to reach workers on the floor is inefficient.
Look for staff carrying multiple devices: mobile computer, VoIP device, pager

Is Messaging Important to the workforce?

Create and receive secure text messages from other individual users.
Attach a picture or image to a individual or group message. Store displays.

How much overhead paging is being used?

Detracts from workers and customer environment.

Are 2-way radios being used?

How does a manager contact workers that carry 2-way devices?
Does staff ever have to use 2-way radios (typically an warehouse and security)? Very bulky
NOTE: telecom staff may be different from the staff managing 2-way radios

PLAYERS

Primary Decision Makers:

CIO Decision maker focused on building infrastructure to support business functions.
Concerned with implementing technology to ensure a competitive advantage without disrupting business operations, making IT as agile as the business demands, and reducing

COO/VP Operations:

Decision maker focused on increasing sales and profits. Ensure associate productivity (ease of use is important). Enhance operational execution of store and supply chain.

CFO/VP of Finance Concerned with ROI

Influencers

Store Manager
District Manager
Operations Manager
Merchandise Managers

Project Team

IT Project Manager
Network Engineering
Telecommunications Engineering
Security IT (if 2-way radio integration is required)

PTT Pro DIFFERENCE

Push to Talk (PTT) Voice
Group Multimedia Messaging
Network/Carrier Agnostic
Multiple Language Client
Live Tracking/Mapping
Historical Tracking/Mapping
Multiple Device Platforms
Software as a Service
Management Web Portal
Secure



WORKFORCE CONNECT PTT PRO RETAIL

MULTI-MODAL STORE COMMUNICATIONS

User: Store Manager, Store Associates

Need/Point: Store associates have many differing communications needs depending on the situation. At times a manager may need to immediately resolve an urgent situation (clean up on aisle 3) from the closest associate available and sometimes assign tasks that just need to be done by the end of a shift. With a single mode of communication (e.g. overhead paging), urgent needs can get lost with casual requests.

Use Case: With PTT Pro, store manager and associates can choose the right mode of communication for the given situation. From an urgent request to a select group (PTT to specific users), to individual task list (messaging) to entire store associate communications.

Benefits: EFFICIENCY AND VISIBILITY

The right form of communication for the situation ensure urgent matters get immediate attention, detailed request can be reviewed as texts, and flexibility in group communications as needed.

COMMUNICATIONS PRIORITIZATION

User: Store Manager to all Associates

Need/Pain Point: There are situations where urgent communications must override any conversations in play.

Use Case: Situations regarding public safety, such as a lost child ('Code Adam') require all communications become secondary to the alert. The Barge In feature allows for all PTT conversations to be interrupted by the urgent communication on all devices in the store.

Benefits: SAFETY AND EFFICIENCY

Not all communications are of equal urgency. PTT Pro allows for the prioritization of communications to fit each circumstance in Retail, whether it be for safety concerns, Loss Prevention. In addition, having a Presence indication, allows any user to see if an associate in their network is in an 'Available' state to receive your communication now. Knowing before hand if an associate is available allows efficiency by avoiding attempting to reach someone who isn't available.

STORE-TO-STORE and STORE- TO-HQ COMMUNICATIONS

User: Worker or Supervisor on the Factory Floor

Need/Pain Point: Associates frequently need to communicate to nearby stores or distribution centers to check on inventory for a customer they are with now. The ability to quickly find an item and have it set aside can not only mean an immediate sale but can mean retaining customer loyalty for the future.

Use Case: Expanding Associate communications beyond the store boundaries to nearby stores or DC associates via messaging or PTT allows associate to

quickly locate items when a customer needs something that isn't immediately at hand. While an inventory app can tell if an item is at another store, reaching associates at that store can immediately locate and reserve that item for the customer.

Benefits: EFFICIENCY AND VISIBILITY

The associate can quickly confirm that the item is located and reserved for the customer at hand, securing the sale and keeping a loyal customer

PRODUCTIVITY

User: Workers in retail Floor

Need/Pain Point: Worker has an issue with a customer and needs to call a manager, Has to find a phone and tell them what the problem is.

Customer is waiting for a worker to answer the question and needs to remember the number to call.

Use Case: Worker has a PTT Pro on the MC40, 2 way radio or smart phone that they are using.

Sees who is available on the team directly from the device, and they call her/him back directly. Has the capability to send private or group messages, barge in on a call if needed to for assistance. Worker can look at store display graphics to see where the products are located at the store to inform the customer.

Benefits: EFFICIENT AND CONVENIENT

Worker no longer wastes time/steps by going to the locate a phone to call the manager and waiting for the call-back. Managers don't have to be in the office to inform the workers as they can be on the floor watching customers and workers.