



SYNERGY 2016
EXPERIENCE 2020

You Want to Do Mobile. What's Next?

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Where we started

Weak Assumptions and Implementation Stumbles

- Mobile Everywhere, Anywhere, Anytime
- “Hand em’ a device” – And everything will be great!
- Apple Fever – No matter the cost
- Form Factor Discovery – An Expensive Endeavor
- “Siloed” Technology with little integration into Enterprise Systems



“Poorly executed plans can be worse than no mobile strategy at all.”

- Perry Kramer, VP at Boston Retail Partners

Where are we now?

Re-evaluation, Mobile Associate and MPOS delivery

- Large Retailers/Hospitality Operators – Coming around
- “Didn’t we implement mobile a few years ago?”
- Store Associates – The Secret Weapon
- Tender and Tender well – MPOS
- The first step is admitting you have a problem...Operationally.



“42% of retailers already use smartphones or tablets in place of traditional point of sale systems, and another 23% plan to use the devices in the future.”

- Retail Future Trends 2015, Retail Customer Experience

Strategic Mobile Planning – Don't be Reactive

Develop a strategy for success

- Mobile is an organization endeavor first – technology is secondary
- Ask the right questions to yourself and the organization
- Do it using a framework
 - Organizational Implementation
 - Customer/Associate Experience
 - Store Preparation
 - Operational Planning and Management

Strategic Mobile Planning

Framework – Filling in the Blanks

Organizational Implementation & Strategy

Business Driver	Collective Vision	Considerations
<ul style="list-style-type: none">▪ Increase revenue▪ Improve customer service & satisfaction▪ Improve associate productivity▪ Introduce new services▪ Increase capacity	<ul style="list-style-type: none">▪ Operations▪ IT▪ Loss Prevention▪ Merchandising▪ Marketing	<ul style="list-style-type: none">▪ Address a quick hit versus long term goal▪ IT spend & resources allocation▪ Timeline▪ Proof of concept or pilot▪ Staged versus all encompassing functionality



Strategic Mobile Planning Framework – Filling in the Blanks

Customer & Associate Experience

Functionality

- Associate & customers' wants & needs
- Workflows & operational bottlenecks
- Personalization
- Clienteling
- Social media & selling
- Next generation services

Considerations

- Type of application (mobile web, native, hybrid)
- How to integrate with assisted service, self-service and other channels

"Retailers that can't deliver a more personalized experience on mobile devices will start losing customers to businesses that can."

– Jay Henderson, head of IBM's cloud-based marketing platform

Strategic Mobile Planning

Framework – Filling in the Blanks

Store Preparation

Infrastructure

- Network & bandwidth
- Store design & fixtures
- Task, service & traffic flow

Associate Adoption

- Communication
- Training
- Journey & experience
- Measure & award program champions
- Plan for generational differences; identify and train



Strategic Mobile Planning

Framework – Filling in the Blanks

Operational Planning

Technology

- Platform
 - iOS
 - Android
 - Windows Mobile
- Form factor
 - Tablet
 - Smartphone
 - Kiosk
- Functionality
- Security (data, payment, privacy)

Considerations

- Real-time data management
- Capacity planning
- KPI's & measure



Case Studies – Strategy vs No Strategy

Mobile Successes

- Specialty retailer: Sales associates are outfitted with mobile POS (iPod touch) containing a MSR and barcode scanner & device is integrated into retailer's cross-channel commerce platform
 - Associates interact with customers shoulder-to-shoulder; 70% of all transactions are completed using mobile POS; retailer is now creating customer engagement areas rather than traditional POS stations
- Quick Service Restaurant: Limited Parking and heavy traffic in 730am to 9am. Queue runs out of parking on to main road. Store decided to use mobile to limit the queue build up. Using mobile tablets, two associates taking orders and one taking payment. Window focus on order delivery. Reduced traffic, queue build up, and queue departure.

Case Studies – Strategy vs No Strategy

Mobile Failures

- Specialty retailer: Customer approached the mainbank checkstand to checkout & the associate walked the customer away from the checkstand to a nearby bench to complete the transaction on a mobile device.
Note: Customer was the only one in the store during a non-peak time.
 - Mobile is not being utilized in a way that expedites the transaction and instead, associate most likely did this to bulk up the number of mobile transactions for the day.



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Thank you

Please remember to take the brief session survey in the mobile app.
Your feedback is very valuable to us!

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