



# Indoor Location Application for Retail



Real Time Employee Location Increases Sales and Maximizes Productivity

## Today's Situation

In a busy retail setting, sales associates and store managers are frequently challenged to locate other employees when they need help or information. Not finding the right person at the right time often results in a frustrated customer, a lost sale, wasted time or all of the above. This "who is where" challenge wastes time, steps, and negatively impacts sales because of:

- **Lost Productivity** – When they need help with tasks or need timely information, associates waste expensive time searching for their teammates by walking around or calling for them over radios and paging systems. Studies have shown that anywhere from 30% - 50% of paging or radio traffic is simply to locate a teammate.
- **Missed Sales and Poor Customer Service** – When an associate cannot quickly locate the appropriate product or department expert to assist with a customer question, the result is frequently a missed sale and often a frustrated customer.
- **Management Insight** – Store managers, like customers, have a difficult time determining where associates are right now and where they were throughout their shift.

## The Theatro Solution

Theatro's innovative wearable computer supports a robust embedded location application that leverages the existing store WiFi network to give associates and managers vital indoor "where is?" information about each employee. With location details instantly available to each employee, retailers enable the productive teamwork that increases conversion and sales.

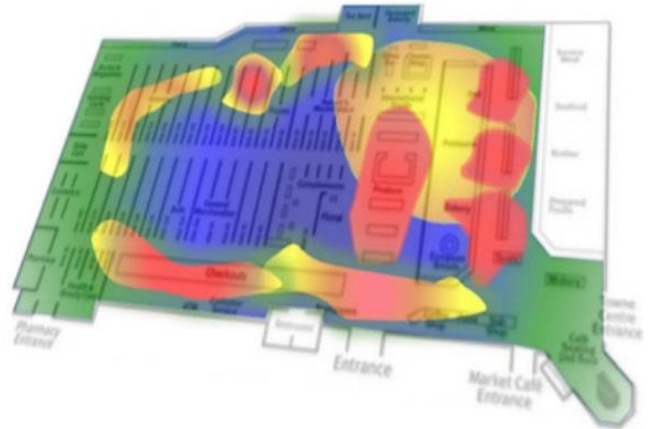
- **Voice Activated Employee Finder** – Employees can simply ask, "Where is John?" and the Theatro cloud server will answer with John's location plus his availability status. For example, the system might respond with, "John is engaged in aisle seven."
- **Zone Coverage Information** – Store employees can quickly determine real time store coverage by asking the system, "Who is near housewares?" Knowing who is where, or who is not where they are supposed to be, enables better team selling and customer service.
- **Employee Location Maps & Statistics** – Launch our dashboard app on a tablet or smartphone to see a visual map of the store and the real time location of each employee. Heat maps show historical coverage by employee and can be used to determine if actual employee coverage matched staffing plans for that shift, day or week.

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## Results

Theatro's location application not only provides employees an essential tool to locate the right resource immediately, but it also provides unprecedented management visibility and accountability across the retail floor. Key benefits include:

- **Improve Top Line Sales** – Use location and reporting to assure employee coverage in must-win, high-margin and high-traffic areas.
- **Increase Employee Productivity** – Reclaims labor hours by eliminating unnecessary “walk around” time for finding the appropriate teammate.
- **Improve Customer Service** – Reinforces selling and service accountability based on defined areas of the store.
- **Measure the Results** – Gives store, regional, district and corporate management the ability to measure, monitor and maximize the critical employee asset.



Theatro Location Application Heat Maps