

# Communications App for Retail



Next Generation Communications Maximizes  
Store Operations and Provide Better Customer Service

## Today's Situation

Brick and mortar stores use a variety of legacy communications solutions like walkie-talkies and overhead loud speakers to coordinate the efforts of their associates. Key challenges with using these ad-hoc hardware solutions include:

- **Broadcast Technology Limitations** – Walkie-talkie radios and paging systems use broadcast communications that send all voice traffic to every user even if the interaction is only needed between two individuals.
- **Ear Clutter** – At least 70% of broadcast traffic is clutter to each individual...relevant to two people or a small group, but heard by everyone, if they are listening.
- **No Private Conversations** – Managers can't use radios for one-on-one coaching or behavior corrections when everyone will hear everything. Lack of privacy wastes a manager's time walking to an associate to give immediate feedback.
- **Missed Information** – Associates and managers must constantly repeat important information in an attempt for all to hear. There is no way to assure a message is heard without fact-to-face time or non-real-time email or voicemail.

- **Associate Distraction** – Constant ear clutter using broadcast communication interferes with an associate's ability to focus on customers and their daily tasks. They spend the day tuning out irrelevant conversations and feeling exhausted by the end of their shift.
- **Customer Disruptions** – Paging system broadcasts disrupt everyone in the store while radio broadcasts interfere with the associate's focus and concentration on the shopper experience. Shoppers notice and disconnect when an associate breaks their attention because of the distraction caused by a radio.
- **Limited Scalability** – Radio broadcasts become ineffective with too many users trying to get help from each other simultaneously. When the store is busy and communication is critical, most associates have turned down the volume or taken off the earpiece so they can help shoppers. The busier it gets, the more useless broadcasting becomes.
- **In-store Only** – Radios and paging systems don't enable communication between stores or from store to HQ. Users must default to cell phones or landline phones to connect with important resources outside the store.

## The Teatro Solution

Theatro's innovative wearable computer with its communication application gives associates instant access to teammates or groups in a store, in a district, across a region and in a corporate resource centers. Every associate gets the right information at the right time to make the right decision – without disturbing others.

- **Voice Activated** – Associates use simple voice commands to connect with teammates enabling them to be “heads-up and hands free” while focusing on customers and tasks.

- **Available/Engaged** – When busy helping a customer or performing an important task, associates simply tap their wearable so they will not automatically receive incoming communications or broadcasts. Teammates trying to reach them are notified of their “engaged” status and where they are located so they can make the right decisions: leave a message, interrupt them, or do something else. Tap the wearable again and the associate is available.

- **One-to-One, One-to-Group, and Broadcast Communications** – Store associates can talk easily with individuals or groups by saying a name, group name, department name or sending a broadcast to everyone when needed. Managers and supervisors can make “over the air” corrections privately as necessary.

- **Store-to-Store or Store-to-HQ Communications** – Walls are no boundaries as associates instantly connect with resources in other locations while solving problems and staying engaged with customers. Associates from anywhere in the world can be connected as if they are actually present in a particular store.

- **Ear Box** – Voice messages may be left for associates who are “engaged” or logged off ensuring that important information gets heard. Once logged in or becoming “available”, associates hear any announcements to the store, to their groups or their personal messages.

- **Announcements** – Store Managers, departmental leaders, or even company executives can leave motivational, informational or training announcements that will be heard by each associate as soon as they log in at various times throughout the day.

- **Scalable & Extensible** – The highly scalable SaaS solution creates a chain-wide, private intra-company communication system connecting every user in every store with the latest information for enhancing performance, sales and the shopper experience.

## Results

Theatro's communication application provides retail teams new capabilities for maximizing productivity and customer engagement. Key benefits include:

- **Increase Productivity** – Reduces distractions and improves overall in-store coordination with simple to use voice activated connections.

- **Improve Performance** – Gives managers and supervisors instant one-to-one coaching and employee training opportunities not possible with broadcast communication. Every associate hears every announcement at the right time...not at the cost of a lost sale.

- **Improve Sales** – Lets the associates “engage” the shoppers with focus, leverage talents across the floor and between stores, and stay connected to the latest product and motivational news. Inspired, educated and heads-up associates drive conversions and sales with a smile.