



# DELIGHT YOUR SHOPPERS WITH THE NEXT EVOLUTION IN THE CUSTOMER EXPERIENCE WITH THE MOTOROLA SOLUTIONS MC40

## RETAIL



WITH THE MC40,  
you can give  
your shoppers  
the service  
they expect.



### THE CHALLENGE: MEETING THE DEMANDS OF TODAY'S SMART SHOPPERS

With so many shopping options and ways to purchase, when consumers enter your store today, it's all about the buying experience. Customers care so much about the service in the retail location that they are even willing to pay extra for it: an overwhelming two-thirds majority of shoppers — 66 percent — are willing to pay up to 20 percent more for goods for a better customer experience.<sup>1</sup>

In spite of that potential financial upside, shoppers report a startling trend — service quality is on the decline. Only 7 percent of shoppers report that retailers exceed their service expectations. More shoppers report their service expectations were not met, rising from 26 percent in 2010 to nearly a third — 31 percent

— in 2012. And fewer customers report that retailers are meeting their expectations, falling from 65 percent in 2010 to 59 percent in 2012.<sup>1</sup>

Not meeting the expectations of shoppers that walk in your door can have an enormous impact on your business — 89 percent of consumers report that they began doing business with a competitor following a poor customer experience<sup>2</sup> and in addition, unhappy customers tell an average of 24 people about a bad customer experience<sup>1</sup>. Factor in the power and popularity of social networking sites like Facebook and Twitter, and news of a single negative service event in your store can spread exponentially in a matter of hours.

The good news is that there is a new type of enterprise device designed to provide the tools your associates need to exceed customer expectations: the MC40 from Motorola Solutions — the new face of retail mobility.

## **THE SOLUTION: MAKE EVERY ASSOCIATE A FULL-SERVICE ASSOCIATE WITH THE MC40**

Today's shoppers enter your store with a sophisticated tool that typically has more computing power than Apollo 11 when it landed a man on the moon — a smartphone.<sup>3</sup> And with that smartphone, shoppers can access a world of information about the products in your store, in competitive stores down the street — and on the Web. In order to meet and exceed service expectations, your associates need to be able to do everything your customers can do with their smartphones — and much more.

With the MC40, they will.

Using the MC40, associates can meet customer needs, right on the spot — without ever leaving the customer or making the customer wait. While the MC40 offers the same sleek looks and ergonomics of the most popular consumer-style competitive devices, its features and construction are all business. And you can customize the MC40 with your logo and the color of your choice, elevating brand awareness and brand perception in your store.

## **WHAT CAN YOUR ASSOCIATES DO WITH THE MC40?**

### **WHATEVER IT TAKES TO TAKE CARE OF YOUR CUSTOMERS.**

Now, every associate carrying an MC40 can:

- Check price and inventory availability with a quick scan of any bar code — 1D or 2D — in practically any condition
- Locate a product in a different size or color
- Locate complementary items to provide added convenience for the shopper, while cross- and up-selling
- Answer a product-related question by accessing the store's item database or the manufacturer's website — or calling a product expert or supervisor inside or outside the store
- Offer product comparisons to help drive a buying decision
- Order a product that is not in stock, either for delivery to the store or the customer's home



### **TAKING SERVICE EXCELLENCE TO A NEW LEVEL REALLY PAYS**

Two-thirds of shoppers are willing to pay as much as 20 percent more for goods in a store that provides better service.



## WITH THE MC40 AND MOTOROLA'S MOBILE WORKFORCE MANAGEMENT SOFTWARE...

You can provide associates with a personalized and properly prioritized real-time task list that can direct associates to help a customer, re-stock a specific shelf, clean up a spill or start marking down items for an upcoming sale and more — complete with a dashboard that allows store supervisors to monitor task status.

- Ring up a purchase — complete with an electronic or printed receipt
- Look up a future promotion
- Place a push-to-talk\* call to a worker in the backroom to bring an oversize or expensive item to the register for purchase
- Access and print a bridal, baby or other gift registry
- Place a push-to-talk\* call to a worker who can help a customer load purchases into their car
- Receive customer calls that come in through the store's PBX (requires Motorola's Unified Retail Communications – URC), making it easy for customers to reach an associate that can answer their questions — no multiple transfers or time spent waiting on hold
- Look up loyalty card points and personalized specials for high value customers
- Locate and either print or send electronic coupons to a customer's smartphone for current or upcoming special offers

### WHATEVER IT TAKES TO TAKE CARE OF YOUR STORE

The same device that allows associates to consistently provide exceptional customer service also does double duty by providing all the tools associates need to keep your store at its best, always ready for business. With the MC40 in hand, associates can:

- Reach maintenance staff carrying two-way radios or handheld mobile computers via push-to-talk\* to ensure spills are cleaned up immediately, protecting shopper safety and reducing liability
- Reach Loss Prevention staff carrying two-way radios via push-to-talk\* for swift responses to any security threat
- Perform price audits with bar code scanning to ensure items are priced correctly, complete with the ability to print out a new shelf or item tag\*\*
- Perform markups, markdowns and price changes quickly and accurately with bar code scanning and mobile printing
- Replenish shelves with the right items at the right time
- Process an incoming shipment of goods
- Line bust in conjunction with the traditional wired POS
- Remove hard-wired registers to reduce costs and increase flexibility

### WHATEVER IT TAKES TO MAXIMIZE PRODUCTIVITY — AND STORE MANAGER EFFICIENCY

Support for Motorola's Mobile Workforce Management, a software framework, helps your supervisors spend less time managing associates, yet easily keeps associates busy every minute of every shift. The result? Maximum productivity for your labor pool. With this unique software solution, you can:



- **Enable anyone and any system to automatically create a task.** For example, supervisors and associates can create tasks in real time (such as a clean-up of a spill); RFID sensors can automatically trigger a task to replenish a nearly empty shelf; corporate systems, such as the pricing and promotion system, can trigger a task to mark down items for an upcoming sale; and shoppers can use your loyalty application on their smartphone when they are in the store to request help, which is delivered as an urgent top-priority task to the most appropriate associate.
- **Automatically assign and deliver tasks.** The system automatically identifies the associate that is best suited for the task and delivers the task instantly to the associate's MC40.
- **Automatically escalate tasks if they are not completed on time.** The software monitors task status, ensuring that any task that is not completed within the specified time is automatically escalated per the pre-defined escalation path.
- **Provide managers with a real-time dashboard to view task status.** No more running around the store to determine task status — a few taps on the MC40 or other Motorola mobile device shows tasks and task status by department or associate, with the ability to drill down into the details of the task.
- **Provide the rich historical information your managers need to continuously improve associate productivity — and the customer experience.** With the ability to view who performed tasks and how long each task took, managers can identify customer service quality issues; spot associates who need more training; improve associate accountability and more.

## BENEFITS

When you provide your associates with an MC40, you will:

- **Deliver an unsurpassed customer experience** that will have shoppers talking — and returning.
- **Increase sales** by improving your customer base, customer loyalty and retention rates — more customers, larger transactions and increased margins.
- **Improve associate effectiveness** — associates can provide better customer care faster, freeing up time to interact with more customers and handle more tasks in a shift.
- **Increase supervisor efficiency** — supervisors no longer need to track down employees to delegate and monitor tasks. Mobile Workforce Management software handles it automatically, giving supervisors more time to focus on more crucial tasks.
- **Improve brand awareness and brand perception** — shoppers will know you're a retailer that truly cares about them — one that is willing to invest in the latest technology to provide the best possible customer experience.

## EMPOWER YOUR ASSOCIATES TO DELIVER A GREAT CUSTOMER EXPERIENCE WITH THE MC40 — THE NEW FACE OF RETAIL MOBILITY

For more information, please visit [www.motorolasolutions.com/mc40](http://www.motorolasolutions.com/mc40) or locate your local Motorola Solutions representative in our contacts directory at [www.motorolasolutions.com/contactus](http://www.motorolasolutions.com/contactus)

# THE MC40



## COOL CONSUMER STYLING IN A DEVICE THAT'S ALL BUSINESS

The MC40 has what it takes to provide the next evolution in the customer experience...

### GOOD LOOKS.

The MC40 takes the same form factor of popular consumer-style devices and adds ergonomics that make it easy to hold and easy to use, all shift long.

### CUSTOMIZE WITH YOUR BRAND.

Pick the color for the top housing and add your logo, allowing shoppers to instantly identify your associates and discouraging device theft.

### REAL BUSINESS-CLASS DURABILITY.

Where consumer-style devices stop short, the MC40 begins. The 4 ft./1.2 m drop specification, reliable operation after 500 consecutive hits in our tumble drum and IP54 sealing combine to provide the durability that Motorola Solutions is famous for — the MC40 simply works, even if associates drop it, bump it, use it in a dusty backroom or splash liquid on it.

### REAL ENTERPRISE-CLASS "3+3" LIFECYCLE.

Unlike the typical consumer-style device, the MC40 will be available for three full years from the date the product is available for sale, with support for three full years after the product is discontinued. The complexities of deploying multiple models due to product churn are eliminated, simplifying purchasing as well as everyday management and support.

### OUR MOST ADVANCED SCANNING TECHNOLOGY.

Our industrial scan engine provides first-time every-time capture of any 1D or 2D bar code displayed on a mobile phone or printed on a paper label — even if it is dirty, damaged or poorly printed. And omni-directional scanning means point-and-shoot simplicity — no need to line up the bar code and the scanner.

### COMPREHENSIVE AND SECURE PAYMENT PROCESSING.

No matter what type of payment card your customers want to use, the MC40 can handle it. The integrated magnetic stripe reader allows associates to scan a credit,

gift or loyalty card. The encrypted head ensures security — card data is never visible "in the clear". And our optional Bluetooth Mobile Payment Module can process Chip and PIN-based credit and debit cards or Near Field Communication (NFC) payments.

### DESKTOP-STYLE APPLICATION PERFORMANCE.

The 800 MHz processor, 8GB Flash memory and support for 802.11a/b/g/n provide desktop-like speed, even for the most demanding applications. The result? Your employees get the application performance they expect.

### GUARANTEED AVAILABILITY ALL SHIFT, EVERY SHIFT WITH A USER-REPLACEABLE BATTERY.

Since batteries are user-swappable and rechargeable, and offer up to 8 to 10 hours on a single charge, device downtime for charging during shifts is eliminated, maximizing device utilization and value.

### PUSH-TO-TALK READY.

The MC40 ships with our Push-to-Talk Express client loaded and ready to go, allowing users to connect to other push-to-talk-enabled Motorola mobile computers and two-way radios.\* With instant voice, associates can reach whoever they need to help take care of customer needs.

### ANDROID FORTIFIED FOR BUSINESS.

We bring you the best of Android. You can take advantage of the increased flexibility this consumer operating system offers in your business because we've added the features required to transform Android into a true enterprise class operating system, including:

- Security
- Support for remote device management
- Support for enterprise-class peripherals — from our Bluetooth Mobile Payment Module to mobile printers



**APPLICATION BRIEF**  
MC40

\* Push-to-Talk Express must be loaded on Motorola Solutions mobile computers.  
Radio Link is required to connect Motorola Solutions mobile computers to two-way radios.

\*\* Requires a third party printer, available through our partners.

**FOOTNOTES**

1. 2012 Global Customer Service Barometer, Findings in the United States, a research report prepared for American Express; Echo Research
2. 2011 Customer Experience Impact Report: Getting to the Heart of the Consumer and Brand Relationship; Oracle (conducted by Harris Interactive)
3. Your Life is Fully Mobile; Nancy Gibbs; Aug 16, 2012; Time Tech/time.com; <http://techland.time.com/2012/08/16/your-life-is-fully-mobile/#ixzz2GKNLaLwW>

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