

# Why Leading Retailers Are Investing in Voice Technology

## 71%

of shoppers are ready to return to physical stores at this time, but their needs have changed. Customers are spending less time and money in-store, hence, elevating the retail experience matters even more than before.

## How have shoppers changed?

**80%**

have done research online before coming into the store

**61%**

are using BOPIS (buy online, pickup in-store)

**68%**

want the ability to check other stores or online stock quickly

**57%**

expect associates to know product information like specs and features



Source: FierceRetail.com, KiboCommerce.com, pwc.com, MultichannelMerchant.com, and Outform.com

Nearly 80% of American consumers say that speed, convenience, knowledgeable help, and friendly service are the most important elements of a positive customer experience<sup>1</sup>.

The capabilities of walkie-talkies and overhead paging systems are falling short with crowded radio channels and lost communication. More importantly, they cannot connect store teams with the enterprise and critical back-office systems.

As the frontliners of your business, your sales associates have a significant impact on the success of your brand and enabling them with technology that connects them to the people and information they need is critical.

## With Theatro, associates save on average 12% of their time due to improved communication<sup>2</sup>.



THEATRO



MOBILE PHONES & TABLETS



TWO-WAY RADIOS

ON-PREMISE COLLABORATION AND MESSAGING			
Broadcast communication to all employees	✓		✓
Instant communication to individuals, expert groups, and locations	✓		
Schedule messages to individuals and groups	✓		
Heads-up and hands-free <sup>TM</sup> conversational interface	✓		✓
Real-time employee location – Communicate based on and identify coverage gaps	✓		
COLLABORATION WITH HEADQUARTERS & REGIONAL LEADERS			
Android and iOS Smartphone Managers App with employee performance analytics and dashboards	✓		
Headquarters and regional managers can instantly communicate to any employee across all locations	✓		
World's first Content Distribution Manager, just for voice – Schedule key messages to individuals, groups, locations, or regions at specific times and dates	✓		
MOBILE DEVICE AS A SERVICE			
Mobile Hardware as a Service – All Hardware & maintenance included	✓		
Lifetime warranty and upgrades on software apps	✓		
Live, in-ear, employee support and training	✓		
Proactive device management included - Free replacements for lost or broken devices	✓		
CONVERSATIONAL PLATFORM CONNECTS ENTERPRISE APPLICATIONS			
An open ecosystem enables app developers to build new capabilities	✓	✓	
Integrates to inventory, order management, and other critical enterprise systems	✓	✓	



## How Theatro Can Help

Theatro enables the in-store employee to provide fast and knowledgeable service on demand.

**Up to 91% of associates agree that Theatro helps them serve customers better<sup>3</sup>.**

With Theatro, every in-store employee gains access to other team members, experts, managers, and critical enterprise systems, making essential knowledge to doing their job accessible even on their first day.

## With no screens to distract or hamper productivity, Theatro's mobile communication platform brings it all together:



### INCREASES SALES

Theatro drove a **7%** lift in loyalty registration for a leading home goods retailer.



### DRIVES PRODUCTIVITY

Conversational interfaces are **3X** more productive than visual. Employees saved **12%** time with improved communication and reduced **83%** of ear chatter.



### ELEVATES EMPLOYEES

**91%** of employees agree that Theatro helps them serve customers better.



### IMPROVES SERVICE

Employees response time improved **77%**. Faster response at the register leads to less abandonment and happier customers.

## Boost Store Performance with Theatro

If you are looking for a solution to connect your frontline and create OneTeam across your organization to unlock productivity and empower your team to deliver on customer satisfaction – let's talk. We would love to share how retail's best are benefiting from Theatro's innovation. Click here to contact us:

[Book a Demo](#)