



Creating Digital Connections with QR Codes

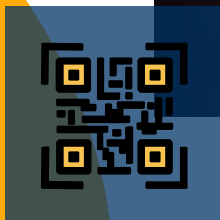


48% of respondents agree that QR codes make life easier in a touchless world

Accelerating Digital Transformation

According to a recent poll by MobileIron, “83% of respondents have scanned a QR code at least once, and 72% of people have scanned a QR code within the past month. And these numbers are currently rising.” In addition to this, 46.81% of respondents agreed that QR codes make life easier in a touchless world. But that’s not where it ends. A good 38.99% of respondents want to see QR codes used more broadly in the future.

This data presents an interesting shift in customer behavior, countering what many concluded from experimenting with QR codes beginning in 2010. At that point, accessibility was a major challenge, leaving only tech-savvy consumers with the ability to scan the codes. However, as demonstrated by consumers throughout the pandemic when QR code usage exploded, clearly accessibility is no longer an issue. And with that roadblock cleared, a new opportunity is created for retailers to change their question about QR codes from “Can or will customers use them?” to “How can QR codes be used to create digital connections?”



QR codes can be leveraged to invite customers to take the first step in digitally interacting with store teams

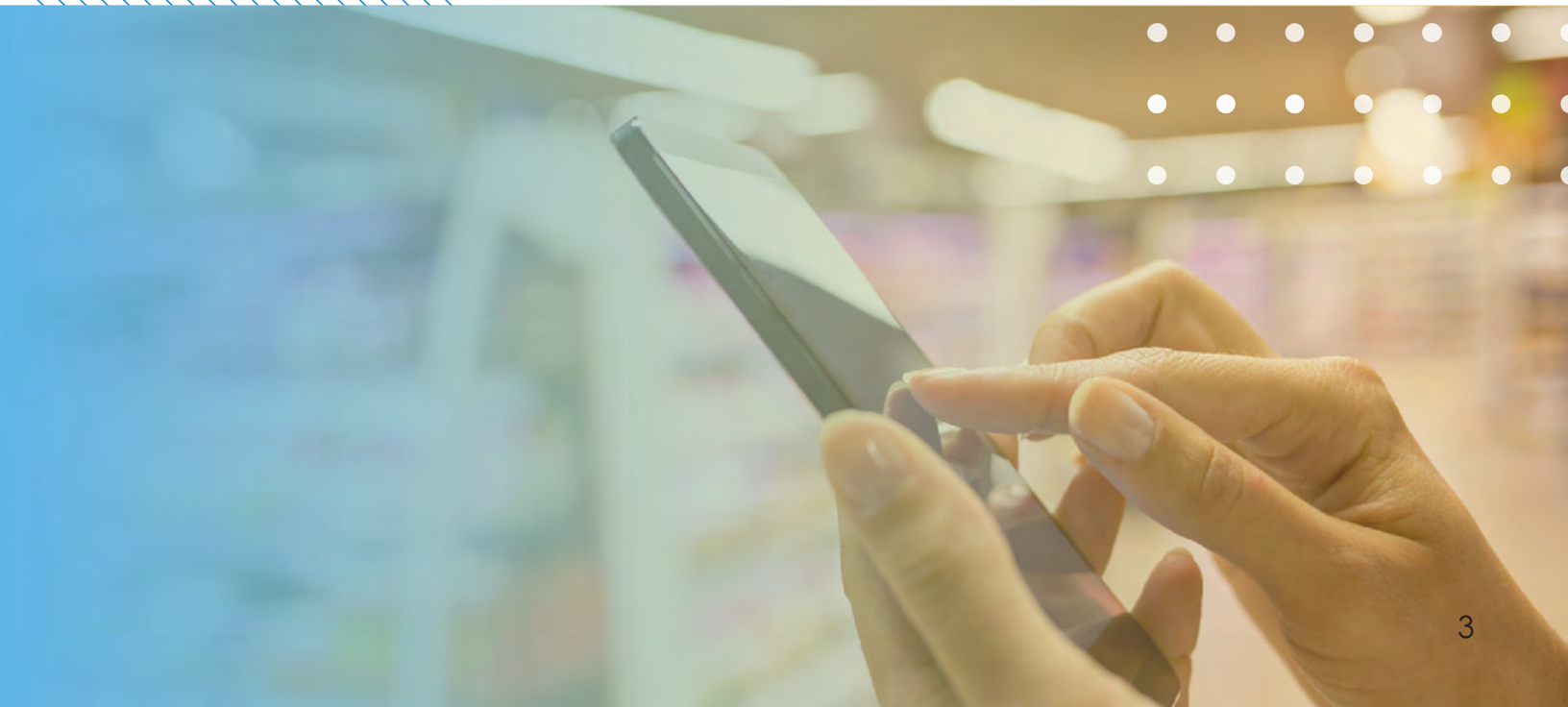
First Step in Digital Connection

The widespread adoption of QR codes has created a new opportunity for retailers to digitally connect with shoppers while they are in a store. And this opportunity holds far more potential than simply delivering product or website information.

If every employee is digitally connected to the store, QR technology can be used to enable customers to initiate short-term digital connections directly with store employees to request higher levels of service or launch a unique in-store experience. Thus, QR codes can be leveraged to invite customers to take the first step in digitally interacting with store teams and increasing their overall confidence with the retailer—who may in turn, get that customer to engage further by downloading their mobile app or joining a loyalty program.

In addition, store teams can also leverage QR codes to streamline operational efficiencies and enhance the customer experience. For example, employees with access to a smartphone or tablet can scan a QR code to initiate operational workflows directly with their digitally connected store team. Likewise, customer scans can initiate similar workflows that target the digitally connected store team and enable them to:

- Provide faster service where the customer requests it
- Initiate personalized customer experiences
- Improve conversion by reducing cart abandonment

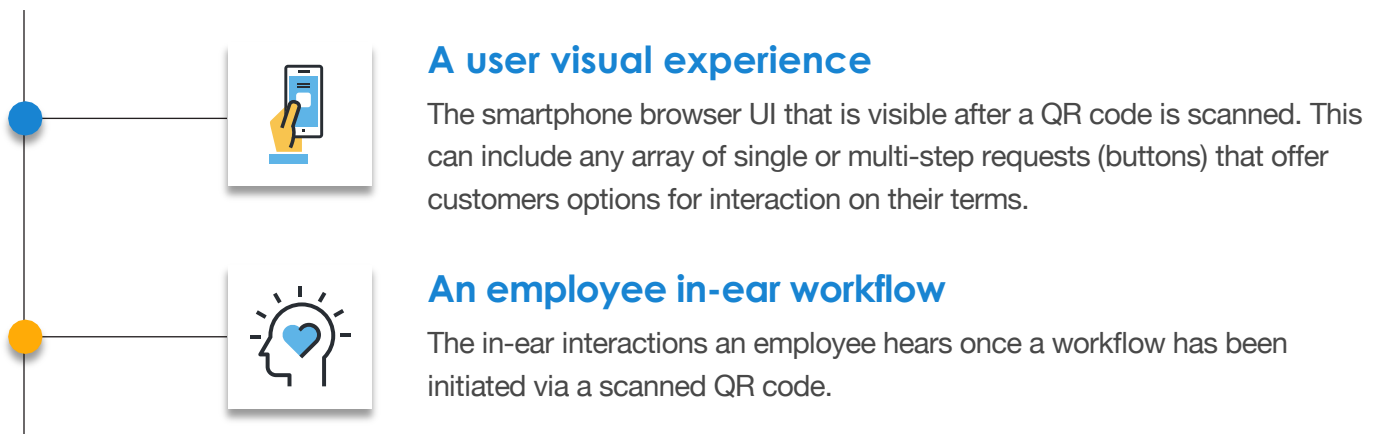


The Theatro QR Code Engine (QRCE)

Emerging as one of the key enabling technologies of a digital transformation strategy, QR codes are now widely understood and allow users to quickly access information and store team members directly from their smartphone. Theatro has upped this ante further with its revolutionary cloud based QR Code Engine (QRCE), opening the doorway for retailers, customers, and employees to digitally interact in the physical store like never before.

The Theatro QRCE acts as the digital interface to many workflows that originate from a customer or employee QR code scan. Once scanned, the QRCE, in Theatro's Azure cloud, triggers an app or a digital workflow on the Theatro Mobile Communication Platform to achieve a desired outcome in the store.

Whether a customer scans a QR code to request assistance or an employee scans one to accomplish a task, the Theatro QRCE will establish the short-term digital connection with the user and keep them informed of each step in the workflow until the outcome is achieved. The Theatro QRCE includes the following components:



QR codes are dynamic and can be easily edited, moved or redirected to different locations

Real-Time Performance Insights

A key to creating and customizing effective digital workflows is to ensure that each step of the workflow is measurable and can be optimized. Thus, the QRCE also provides real-time insights into the performance of each code, enabling retailers to make data-driven decision about placement and staffing to cover the following:

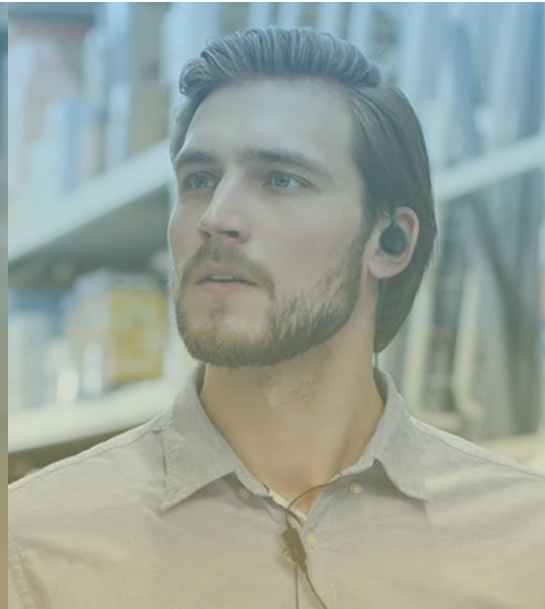
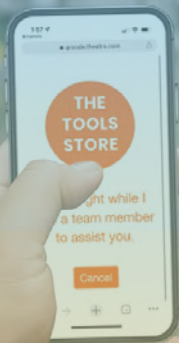
- Areas of the store with heavier traffic
- Departments where assistance is requested most
- On products with high-value or that require expertise

The QRCE's real-time performance data can be easily accessed by scanning any QR code powered by Theatro. From the QRCE's performance dashboard, store leadership can compare QR code performance, identify which codes should be reallocated to a new location within the store, and monitor workflow response times.

Stacking Up the Benefits

Unlike hard buttons, which are static and require support to change or move, QR codes are dynamic and can be easily edited, moved or redirected to different information. This ease of management allows store operations to test different physical locations, signage types, calls-to-action or even the destination users reach after scanning. In addition, this flexibility also creates opportunities for stores to collaborate with HQ by utilizing QR codes in support of new programs or campaigns within the store.

QR codes also unlock the ability to test out new services, features or functionality that could be added to a retailers mobile app. This rapid prototyping approach allows organizations to save on costly development efforts to add new features to their app, only to have them underperform or outright fail. Thus, using QR codes to test new feature adoption allows room to make adjustment to increase engagement or performance without the risk of wasting time or business resources.

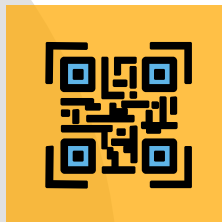
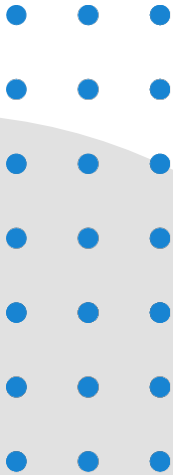


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Digitally Connect with Your Shoppers!

If you are looking for a solution to enable customers to take their first step in digitally connecting with your store teams — let's talk. We would love to show you how easily you can leverage QR technology to streamline operational efficiencies and enhance your overall customer experience.

SCHEDULE A DEMO



About Theatro

Theatro is a Dallas-based company serving the world's most notable brands including: The Container Store, Bass Pro/Cabela's, Macy's, Tractor Supply Co, Walgreens, Wawa, World Market and many more.

We are...innovators for the forgotten hourly worker, the game-changers who want you to win, and the locksmiths who can help you unlock the value of your most valuable assets—your frontline team members.

We have experienced the struggle with gaps in communication caused by subpar technology and disconnection. That's why we are on a mission to connect every frontline employee with our “Heads Up & Hands-Free” voice-powered Mobile Communication Platform. Not only does it help our customers optimize operational performance, improve productivity, and drive long-term competitive advantages, but it also contributes to why their frontline teams report higher levels of satisfaction than ever before.

For more information about Theatro, visit www.theatro.com or request a no-obligation [demo](#) to see our Mobile Communication Platform and QR Code Engine in action today!