

IMPROVING THE CUSTOMER EXPERIENCE WITH IN-STORE EXPERTISE

92% of consumers say they would stop purchasing from a company after three or fewer poor customer service experiences.²

Meet Customer Expectations or Risk Customer Attrition

Customers expect to have informed and knowledgeable employees available when they need but in reality, enterprises are challenged to meet these expectations with limited labor budgets and high turnover rates that prohibit scheduling of experts during all open hours across all categories. As product and service complexity increases, it's harder than ever to build deep expertise within the store team and at the same time employees have no way of identifying who is an expert in a specific product or category. The inability to quickly answer a customer's question leads to a poor service experience. "46% of all consumers will abandon a brand if the employees are not knowledgeable."¹ Enterprises must find a solution that enables employees to access critical information in the moment without having to leave the customer or risk losing the customer to a competitor.

Knowledgeable & Attentive Employees Are Key to Satisfied Customers

With Theatro's collaboration apps, employees have access to the collective knowledge of the entire store team where they can get the critical information they need while remaining engaged with the customer in aisle. Frontline employees gain access to other team members, experts, managers, and critical enterprise systems, through Theatro's voice controlled intelligent assistant and defined in-store communication groups. Theatro's collaboration platform eliminates communication and information barriers and makes essential knowledge accessible to every team member even on their very 1st day.

Theatro's mobile collaboration platform enables employees to provide best service without sacrificing productivity in addition to the following enterprise-wide advantages:

- **Improved customer service** as customer can get help without having to walk to find the "right" employee
- **Eliminate barriers to information** without the use of additional labor through connecting employees
- **Empower employees to do their jobs well** while growing the knowledge level of the team

¹ Pwc consumer intelligence series customer experience. (n.d.). Retrieved February 4, 2021, from <https://www.pwc.com/us/en/advisory-services/publications/consumer-intelligence-series/pwc-consumer-intelligence-series-customer-experience.pdf>

² What Customers Want and Expect - Forbes

By connecting every employee with each other and their organization, Theatro closes the communication gap and allows for high impact benefits.



Service is a core competitive differentiator and enterprises that provide best service through value added interaction with knowledgeable employee interactions will gain the competitive advantage needed to win in today's highly competitive market.

Traditionally walkie talkies have been the "go to" technology for retail teams but in today's fast paced and ever evolving environment their capabilities are falling short with crowded radio channels and lost communication, not to mention they lack the ability to connect store teams with the enterprise and critical back-office systems. Handheld devices fill in some of the technological gaps not addressed by walkie talkies but continue to be cost prohibitive for every employee to have a device, resulting in a disjointed and disconnected team that can't pivot or handle the variability in customer demands.

Access to Expertise Unlocks Operational & Financial Benefits

By connecting every employee with each other and their organization, Theatro closes the communication gap and allows for high impact benefits including:



Improved productivity



Improved service experience



Increased revenues



Improved employee engagement

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](#)

Theatro's heads up & hands-free solution enables enterprises to unlock the value of their frontline teams by connecting them to the people and information they need to do their jobs ... all done through the power of voice! Theatro's solution enables team members in gaming, hospitality, retail, and manufacturing to provide outstanding guest experiences while driving team member productivity and operational profitability.

For more information, visit theatro.com