



# ACCELERATE SERVICE TO WIN AT CUSTOMER SERVICE

**32% of all customers would stop doing business with a brand they loved after one bad experience.**

Customers demand great service, and speed and convenience are key factors in the customer's decision to shop with a retailer. A slip in one of these elements could send the customer to seek an alternative. In fact, 1 in 3 (32%) of all customers would stop doing business with a brand they loved after one bad experience.<sup>1</sup> Frontline teams are disconnected and have limited technology that constrains their ability to provide a great service experience. While some retailers have armed their stores with legacy communication technologies such as walkie talkies or overhead paging, others have allocated handhelds to a subset of employees – all of which lead to fragmentation in communication and significantly limit fast and efficient service. “68% of workers stated that they experience difficulty coordinating communications between team members, which affects a team's ability to respond quickly to time sensitive customer requests.”<sup>2</sup> In order to succeed, retailers must streamline critical customer service processes and unify team collaboration to enable the frontline to deliver on expectations or otherwise risk customer satisfaction.

**Automate & Standardize Critical Customer Service Processes**

Theatro's mobile collaboration platform brings together the advantages of a voice-controlled mobile computer and workforce-optimized apps to automate and standardize critical customer service processes. With Theatro's intelligent assistant, employees can quickly request assistance and get a closed loop response from the first available team member. This automation enables 2 critical success factors: improved service response time, and improved team member productivity. Requests for assistance can be initiated via smart-buttons, QR codes, and other IoT technologies, or with a simple voice command, further enabling employees to prioritize and quickly respond to customer needs.

Empowering store employees with Theatro's connected communication platform, is key to delivering on the demands of convenience, speed, and evolving customer expectations.

- **Customers get help FAST** with less wait time!
- **Labor is re-allocated** in real-time based on customer demand
- **Service response times improved and standardized** across the enterprise

Associate response time improves on average **75 - 80%** with Theatro



## Theatro unifies communication, enables best service, and improves team productivity

Theatro's platform enables retailers to maximize store labor staffing to manage tasks and critical customer service processes that can create a differentiated customer shopping experience.

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.

### Enabled Employees = Satisfied Customers

Retailers that remove communication barriers and enable their frontline employees to collaborate and work efficiently as a team, enable best customer service experiences that compel customers to return again and again. Theatro enables team members to provide accelerated service while improving productivity. If you're ready to arm your frontline team with the technology they need to be successful and enable them to provide best in class service, contact us at [info@theatro.com](mailto:info@theatro.com).

**BOOK A DEMO**

Sources: <sup>1</sup>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>

<sup>2</sup>Small-Midsize Business Communications: Hidden Costs - Study sponsored by Siemens Communications and prepared by SIS International Research

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](http://theatro.com)