

Empowering the Digital Shopping Associate

Cisco Associate Productivity for Retail



Benefits

- **Speed on-boarding** with on-demand training
- **Increase associate productivity** with continuous on-demand training
- **Enable associate mobility** with in-store Wi-Fi and access to inventory, customer and other information
- **Optimize staffing levels** based on traffic patterns

Enable the Associate of the Future

With the introduction of digital technologies, the role of associates is changing. Previously, associates staffed checkouts, stocked shelves and managed fitting rooms. Now they're more of a trusted advisor, assisting customers in-aisle with real-time inventory information, product specifications and concierge-like services.

With Cisco Associate Productivity for Retail capabilities, your associates can spend more time out on the selling floor helping customers. They can receive alerts that a customer needs assistance, get background on a loyal customer, look up inventory and products information on mobile devices, place online orders for customers, bust checkout lines, get advice from a remote expert and receive training on demand.

Associates will also be better-trained and more empowered, increasing job satisfaction, reducing turnover, and improving the customer experience.

Create a Platform to Achieve Your Business Objectives

Train

- On-demand video training: Enable faster on-boarding, training and streamlined launches.
- Communication: Instantly connect associates for greater collaboration and faster customer service.

Empower

- Task Notification: Inform associates automatically when a customer needs help, a shelf is empty or checkout lines are getting too long.
- Information Access: Improve customer service by providing access to the systems that will enable associates to answer customer questions quickly.
- Mobility: Equip employees with tool to serve customers wherever they are in the store.

Advise

- Virtual Experts: Access a pool of experts to address customer questions quickly and help close sales.
- Concierge/Clienteling: Deliver personalized experiences based on customer profiles and past purchase data.

Next Steps

Only Cisco and our partners bring it all together – industry leading technologies, supported by one company to allow you to enable the associate of the future to achieve your business vision.

For additional information, visit <http://www.cisco.com/go/retail>.

“We are in the business of people serving people, and the service that we do from a technology standpoint... is to allow our frontline employees to really do things that delight our guests.”

– [Joshua Sloser](#), VP of Innovation, Hilton Worldwide

