



# Differentiate the retail customer experience and increase loyalty and revenues with the MC17 Series



## Creating differentiation for today's retailers

Competition pressures are at an all time high in the retail industry — consumers now have more shopping options than ever before. On-line shopping, now widely trusted and accepted, allows customers to easily search for the lowest price for a specific item, and to shop at all hours of the day and night. And many types of stores are available — from mass merchandisers who offer one-stop discount style shopping to large and respected retail chains to department stores. With this increase of shopping options, retailers have seen an increasing erosion of customer loyalty — a quick scan of a shopper's wallet often reveals multiple loyalty cards — and sales.



Today's retailer can no longer compete on price alone. In order to sustain and improve profitability in this highly competitive environment, retailers need to differentiate themselves from other stores and strengthen customer loyalty to increase overall sales. To survive in today's highly competitive environment, retailers must:

- Deliver a unique retail experience that provides customers with the tools and services required to ultimately drive greater customer loyalty
- Streamline everyday processes to maximize the productivity of retail associates, providing better control over labor costs while freeing up time to provide more personalized customer service
- Achieve a new level of service excellence, eliminating long lines at the checkout counter and long waits for price and inventory checks



## Address customer and business needs with the MC17 Series Retail Mobile Computer

Designed for customers as well as associates, the MC17 provides all the features and functionality you need to deliver personalized service with a difference — and improve the productivity of your employees. Real-time wireless LAN (Wi-Fi) connectivity combines with bar code scanning and a large easy-to-see color QVGA screen in a sleek, lightweight and highly intuitive device that is easy and fun to use for customers — and packed with the power to streamline business processes for your workers.

Customers enjoy a new level of self-service. Upon entering the store, a quick swipe of a loyalty or customer card registers an MC17 for use.

### Key Benefits:

Single device designed for customer and associate applications reduces the cost and complexity of mobility solutions

Sets the bar for self-service excellence, allowing customers to perform a wide variety of tasks at the press of button — including scanning purchases for a rapid checkout; checking prices, inventory and personalized offers; creation of gift registries and more

Reduces wait times at the check-out line

Enables real-time customized loyalty programs and targeted 1-to-1 promotions through visibility into real-time and historical customer buying preferences

Increases customer satisfaction, customer retention rates — and sales

Customer and associate line busting tools reduce the need for permanent checkout lanes, increasing available sales space

Increases sales associate productivity by streamlining inventory management and providing real-time access to the information required to answer customer questions

The versatile MC17 Series allows customers to check prices, scan purchases and create gift registries at the press of a button — while employees can check inventory, audit and update pricing and even process purchases (wireless line busting) to help control traffic in the checkout lanes.

The MC17 Series allows shoppers to scan purchases as they go, enabling retailers to deliver additional value-added information based on scanned items to help increase basket size. For example, in a grocery store, a scan of red peppers or other salad-related ingredients could return information about salad dressing that are on sale and their exact location in the store. Or a scan of chicken or steak might return a recommended side dish. Considering that studies show that more than 70 percent of purchasing decisions are made in the grocery store, the ability to push high-value coupons and special offers in the shopping aisle based on items as they are selected can help busy customers make more rapid buying decisions that get them out of the store faster, while the grocer enjoys increased revenue per customer visit.



With the MC17 in hand, your customers carry the power to scan items while they shop, check pricing and basket totals, receive store promotions and personal recommendations, create gift registries and more.

At the same time, the MC17 empowers your store employees with the tool they need to maximize on-the-job effectiveness. Bar code scanning heavily automates inventory management, so less time is spent managing inventory, yet shelves are replenished faster and more efficiently than ever before. And the same features that allow customers to serve themselves allow your employees to better serve those customers that prefer personal interaction with on-the-spot price and inventory checks, as well as reduce wait times at the checkout stand with queue busting capabilities.

In addition, the MC17 provides the functionality today's retailers need to increase consumer loyalty — and revenues. Since the MC17 can gather and transmit key data about a customer's purchases and buying patterns in real time, retailers can deliver 1-to-1 personalized promotions to shoppers based on historical data or items currently in the basket, increasing impulse buying and average basket size.

Two models are available: the MC17A and the MC17T. The MC17A offers a high-contrast, easy to read color QVGA display, the Intel PXA270 312 MHz processor and support for 802.11a/b/g. The MC17T adds touch screen capability, a faster 520 MHz processor and one GB memory for data and application storage. The MC17A is ideal for consumer self-scanning applications, while the MC17T offers

the power to support more advanced application requirements: the touch display makes navigation and numeric key entry easier; the increased memory and storage capacity supports graphic-intensive large database applications; and 802.11a/b/g wireless networking minimizes interference in noisy wireless environments and ensures compatibility in one or all business locations, regardless of the type of Wi-Fi protocol in use.

### **Improve customer satisfaction and loyalty with self-service functionality**

By giving shoppers mobile and more personalized service, the MC17 delivers a unique and enhanced experience that encourages repeat visits. Shoppers enjoy convenient access to a wide range of information — from price verification and product information to a summary of loyalty points and a running total of their purchases. With answers at their fingertips, shoppers no longer have to track down hard-to-find associates for assistance. And since shoppers are able to execute many routine tasks instantly on their own, employees are more available to give personal attention to shopper's more complex needs.

Mobile self-service enables shoppers to scan and bag items as they're selected, eliminating the chief source of frustration for the time-pressed consumer — long checkout lines. Customers can present their final total to a cashier or self-service kiosk, providing a virtual express lane for your best customers with full shopping baskets — and keeping in line with the "get in and get out" shopping mentality of today's consumer. Department and specialty stores can create gift registries through simple point-and-scan capability.

### **Increase basket size with targeted recommendations**

The MC17 enables retailers to connect with customers at a more intimate level by providing the information required to better understand their buying habits and product preferences. Wireless LAN connectivity delivers up-to-the-minute information on customer choices, while the open architecture eases integration with back-end Point of Sale (POS) and Customer Relationship Management (CRM) systems, turning each customer visit into actionable business intelligence. Shoppers benefit from more practical and valuable promotions that offer savings on regularly purchased products — increasing the likelihood of consumption. Where retailers were once limited to extending promotional coupons only after

purchase or in weekend newspapers, the MC17 increases the number of touch points throughout the shopping process — increasing the probability of greater sales. In addition, shoppers can easily identify and locate complementary items. For example, in a grocery store, a scan of lettuce could return information about salad dressings on sale and their exact location, or a recommended side dish if chicken or steak is selected.

Considering studies that show more than 70 percent of purchasing decisions are made in the store, the ability to push high-value coupons and special offers in the shopping aisle can help busy customers make more rapid buying decisions that get them out of the store faster, while the grocer enjoys larger basket sizes and increased revenue per customer visit.

### **Enhance customer relationships with real-time customer loyalty programs**

Studies show that the top 30 percent of a retailer's customers generate 70 percent of its revenue.<sup>1</sup> Now, retailers can easily identify and strengthen their relationship with top customers — delivering targeted messages and special frequent shopper offers and rewards the moment a shopper picks up an MC17 to use while they shop.

### **Create new revenue streams with innovative features**

The MC17 offers several unusual benefits that can help directly offset the cost of the system and improve the speed of return on investment. Each MC17 mobile computer features a customizable, field-swappable top cover that can provide branding opportunities for food and consumer packaged goods (CPG) manufacturers — and a potential new revenue stream for the retailer. The provision of 'ad space' directly on the MC17 provides an attractive marketing vehicle for manufacturers, who can achieve real-time brand and/or product awareness with a captive audience — right at the literal point of product selection.

In addition, for shoppers who agree to share their purchase history, retailers can offer CPG companies the ability to deliver targeted electronic messages to customers while they shop. This fee-per-message service provides an effortless incremental revenue stream for retailers, while enabling manufacturers to reach consumers right at the point of purchase with targeted messaging that can even be based on items in the basket.

<sup>1</sup> Center for Retail Management at Northwestern University's Kellogg School of Business

### **Increase in-store associate productivity with a wide variety of staff-facing applications**

In addition to consumer scanning applications, the versatile MC17 also supports applications that can improve productivity and inventory management. With an MC17 device in hand, store associates can answer customer questions quickly and effectively — providing the prompt, personal service needed to keep customers happy. With a quick scan of the merchandise or shelf label, associates can check pricing, location and inventory stock for a customer in seconds. The MC17 can also be used for wireless line busting, enabling managers and other associates to step in during peak times and keep the lines down. A quick scan of a shelf tag on an empty shelf can enable employees to quickly determine if inventory is available and where it is located to enable rapid replenishment of shelves — helping to ensure the right product is available at the right time to prevent lost sales. The MC17 can help expedite returns processing — a quick scan can re-enter the merchandise into inventory and provide the proper location for put-away. And during down times, employees can use terminals to stay productive by processing shipments at the back door, performing inventory checks or restocking merchandise.

### **Ease of management and customization delivers a rapid return on investment and low total cost of ownership**

The MC17 offers rapid deployment and powerful centralized management tools to ensure a low cost of ownership. The open standards-based architecture reduces development costs and enables the easy creation of customized applications that deliver maximum value. The Java-based server framework facilitates integration with industry-standard POS systems.

Compatibility with Motorola's Mobility Services Platform (MSP) significantly reduces the cost and complexity of mobile device management, enabling IT staff to easily and remotely provision, track and support all MC17 Series mobile computers. With MSP, IT staff can remotely and automatically provision all devices, including installation of the right set of applications and the right security configurations as well as updating operating system, firmware, and applications — all from a central Web-based console. And the ability to remotely access a wide variety of device metrics enables rapid troubleshooting and on-the-spot

resolution of any device malfunction. The resulting outstanding uptime ensures consumer confidence in this next generation shopping technology.

### **The MC17 Series — an outstanding business value for today's retailer**

Benefits of the MC17 combine to provide real value for the retailer. The MC17 can provide a true service differentiator, enabling retailers to place all the information a shopper could need, right at their fingertips. From pricing and inventory to related products and items on sale, your customers can always access the information they need to maximize the value of their shopping trip. Granular customer intelligence allows you to offer on-the-spot specials based on the products they purchase — increasing the size of your sales as well as customer satisfaction. Self-service checkout eliminates long lines and wait time for consumers — while allowing you to re-deploy checkers from behind your cash registers to the aisles, where they can provide better and more personalized service. With the MC17 in the hands of your store employees, your shelves can be replenished on a more timely basis, and inventory management improved to ensure adequate stocking levels so the right products are available for your customers at the right time. And the combination of increased sales, improved customer service and loyalty and higher productivity levels for your in-store associates ultimately leads to increased profitability — and stronger competitive positioning.

### **Rely on Enterprise Mobility Services for end-to-end support for your mobile shopping solution**

Even the most durable devices need a maintenance plan and a support strategy. That's why Motorola covers every aspect of the MC17 Series — to ensure you derive full value from your investment in our technology. To help protect this investment, Motorola recommends Service from the Start with Comprehensive Coverage — a unique service that goes far beyond normal wear and tear to include accidental damage to internal and external components at no additional charge. And should customers require more mission-critical support, Service from the Start On Site System Support agreements deliver flexible on-site product repair and yearly preventative maintenance visits.

For more information about the MC17 Series, please visit us on the Web at [www.motorola.com/mc17](http://www.motorola.com/mc17) or access our global contact directory at [www.motorola.com/enterprisemobility/contactus](http://www.motorola.com/enterprisemobility/contactus)



*The versatile MC17 Series Retail Mobile Computer provides outstanding value for shoppers and retailers. Customers enjoy mobile self-service that not only enables faster checkout, but also provides direct access to product information, promotional offers and personalized discounts — while they shop. Retailers can offer customers last minute specials to increase impulse buying. And employees can obtain product-related information for customers, locate product to quickly replenish shelves, process shipments at the back door, and more.*



**MOTOROLA**

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