



# Show What a Connected Workforce Can Do



## Close Gaps Open Possibilities

Workers on the front line of business today serve the most critical of roles when it comes to creating a successful customer experience—but they're often neglected. With pressures to perform higher than ever, an investment in them is an investment in the future. Become an advocate for connected and empowered teams by helping customers learn how to champion frontline workers.



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## Inside the Opportunity

### Building Value with a Problem-Solver Approach

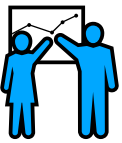
This playbook is designed to guide a differentiated form of selling that prioritizes building a strategic customer relationship over transactional sales—with messaging that focuses on the elevation of frontline workers.

Use it to learn how to:

**Understand the audience's problems before offering specific solutions**

**Put technology features into context of tangible customer benefits**

**More clearly communicate unique competitive advantages**



#### **Make it possible to go the extra mile**

Frontline workers are customer-facing workers, which means they're practically synonymous with the customer experience of a business. Surprisingly, the majority of businesses underinvest in technology that supports frontline workers. It leaves employees discouraged and customers weary—but it also reveals an opportunity for growth.



#### **Stand out among the rest**

Zebra can help companies transform into a customer-centric operation with solutions that have the widest spectrum of capabilities for frontline workers available in the industry. Leverage the range of benefits from safety features, task management, and collaboration that Workforce Connect can offer to any type of team.



#### **Define transformation**

Go beyond buzz words and describe to customers how our Workforce Connect software solution transforms hindered workers into problem-solving pros. This powerful technology brings together teams, tools, tasks, databases and insights to deliver everything at their fingertips—all from one device.



## Essential Yet Undervalued

### Frontline Workers are Left Struggling with Less

Historically, frontline workers have always been essential to our society—yet somehow along the way, they fell on the ladder of investment priorities. How can companies discover the true capabilities of their team if they're not equipped with the right technology?

## Show the impact

Talk about common challenges of disconnected workplaces, and what undesirable results your prospect is currently experiencing. For example, the profit-draining impact of app overload.

**60**  
minutes  
drained everyday

More than two-thirds of workers say they waste up to 60 minutes at work navigating between communication apps<sup>1</sup>

**32**  
days of wasted  
hours per year

Workers lose up to 32 days a year navigating between apps meant for workplace productivity<sup>1</sup>

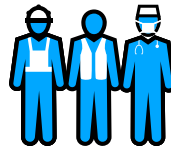
**Billions**  
off the  
bottom line

Hundreds of billions of dollars are wasted by businesses annually to productivity gaps<sup>1</sup>

## Show the struggle

It's no wonder businesses are losing out on profits and frustrated with a lack of progress.

**50%**  
Half of workers  
use more than  
four communication apps<sup>1</sup>



**43%**  
of organizations  
have frontline employees who are neither  
empowered nor digitally well equipped<sup>2</sup>

## Key Verticals to Target

These three groups might perform different duties, but they all have something in common: their on-the-ground work is vital to company-wide success and directly tied to revenue. That also means that they have something else in common: a need for more intelligent frontline technology. Focus on these segments to target your messaging and maximize potential for a positive interaction.

### Healthcare



**81%** of healthcare workers experience issues with the systems and technology used when out visiting and caring for patients<sup>3</sup>

**2/3** said they experience device or system failure on a weekly basis<sup>3</sup>

**73%** of healthcare workers indicated that existing tech and systems were not equipped to handle the global pandemic<sup>3</sup>

### Retail



**9 in 10** retailers can be classified as lacking modern tools and training for their employees<sup>4</sup>

**2 in 5** retailers cite lack of inventory visibility as the number 1 contributor to out-of-stock scenarios<sup>5</sup>



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### Field Operations



**45%** of field operations workers report that current tools aren't fast enough<sup>6</sup>

**38%** say they can't access all the information they need<sup>7</sup>

Managers have a lack of visibility into workers' location and progress

Managers can't accurately estimate time of arrival of field workers

# More Capabilities and More Contribution

## Making the Case for More

Workforce Connect removes obstacles to achievement by closing communication gaps, consolidating key workflows, and keeping mission-critical information available. When you can help teams connect, collaborate, and stay informed at all times, there's no limit to how they can elevate their performance.

### Transformation happens at the human level

Being in business is about more than transactions. Workforce Connect is designed to help workers move away from repetitive or low-priority tasks and into high-impact performance. Empowered, more fulfilled employees can up their game more easily.



### Providing the widest range of capabilities

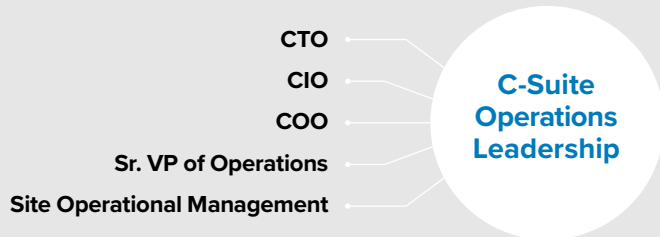
Unlike competitors, Zebra offers the widest range of capabilities to frontline employees—all on one unified platform. No more switching back and forth between apps. Everything they need, from communication to access to databases, can be found on Workforce Connect.



Push to talk (1:1 / group voice)	Role awareness	Integration into data systems
Messaging text, audio, image, video	Locating workers	Locating inventory and assets
Video conferencing	Lone worker alert	Task creation and assignment
Telephony voice	Emergency staff duress	Video on demand training
Two-way communication with external users	Dispatch	Analytics, reports, dashboards
Voice activation	Bedside nursing calling	3rd party task application e.g. loyalty programs
Supports shared devices	Driver mode	Direct customer/patient communication
Automated man-down alert	Patient monitoring and medical devices	

# Who You'll Speak With

## Reaching Decision Makers Across Verticals



### Top Priorities

- Ensuring revenue growth and cost savings
- Adopting ROI-positive solutions
- Developing and driving strategic initiatives that raise productivity
- Using innovation to improve customer and patient experience

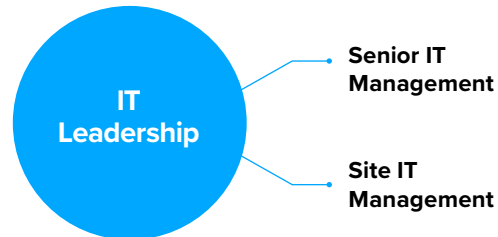
### Challenges

- Legacy devices hindering teams and stunting progress
- Controlling labor costs
- Buy-in and cooperation from IT and other stakeholders
- Securing the funds to afford a large capital expense

### Needs

- Solutions that will be adopted enthusiastically by frontline teams
- Large-scale transformation with a realistic price tag
- Ensured data security

Frontline workers across industries rely on both operations and IT leadership to evaluate, choose, and enable technology solutions. But who are these leaders and what do they care about? Consider these persona profiles to understand decision makers' realities and what influences their buying behavior.



### Top Priorities

- Consistency and control of data
- Security of sensitive data
- Capturing and reporting accurate information in real time
- Integration and team adoption
- Ability to scale with ease and with available budget

### Challenges

- Keeping up with rising cybersecurity threats
- Ensuring systems and devices run without disruption

### Needs

- Easier troubleshooting and management capabilities
- Solutions that can integrate with existing systems
- Technology that can power large-scale operations
- Solutions with minimal IT support burden

## Barriers to adoption

### What you might hear:

How will this solution simplify our work? It sounds complex.



### How to address it:

Workforce Connect provides the widest range of capabilities in the market—and combining everything into one device creates a streamlined center of communication for every worker. We've even loaded our solution with training videos and automated IT features to make the entire adoption process go smoothly.

### What you might hear:

I can't afford to upgrade my workforce until next year.



### How to address it:

Our low-cost subscription per user model makes it easy and affordable to get all the benefits of working with Zebra on associate productivity without having to wait.

### What you might hear:

Our company has complicated integration needs.



### How to address it:

Workforce Connect uses an Interworking Gateway that allows external app integration. You can also integrate with existing systems and 3rd party headset providers.

### What you might hear:

I'm unsure if this solution can scale reliably.



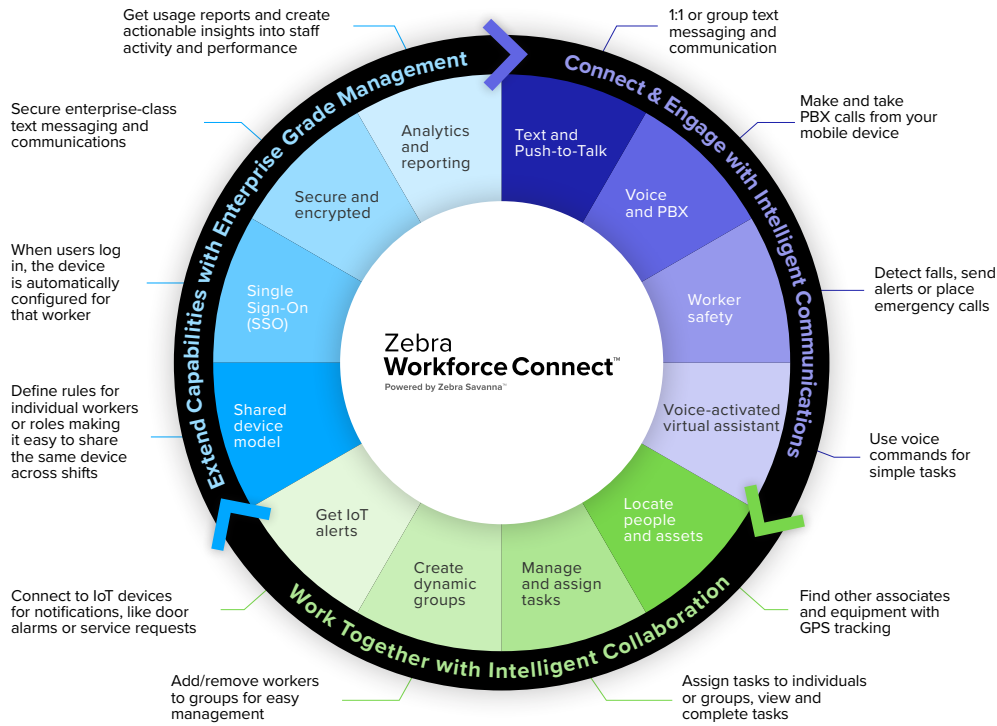
### How to address it:

No matter the size of your business, scale as you need with Workforce Connect's secure cloud-based platform, built-in features that automate staging and deployment that lightens your burden and trims time-to-market. You can even help teams adopt from afar with pre-loaded training videos.

# Give Workers the Opportunity to Elevate their Game




## Show What Workforce Connect Can Do

Workforce Connect was built for a purpose: to help frontline workers contribute more easily, more meaningfully, and more profitably so they can gain the fulfillment they deserve from their work, too.



When you're able to talk about features and benefits in the context of a specific segment's work environment, you instantly raise your relevance and deepen the conversation.

Here are some examples of how Zebra helps customers capture opportunity in specific industries.

Challenge	Opportunity	How it works
 <b>Retail</b> New omnichannel shopping methods and customer expectations are upending operations at stores driven by higher speeds and greater flexibility. When shoppers demand more options, they demand more from a retailers' workforce and profit margin—which can decimate disconnected teams.	Operationalize a more agile service model to meet omnichannel shopping expectations.	Workforce Connect unites store teams and allows retailers to implement purchasing and pickups in any way customers wants—the key to building a competitive customer experience. Associates make more informed decisions, keep track of inventory, and stay focused on assisting shoppers.
 <b>Healthcare</b> Hospitals have a complex technology ecosystem—where technical failures and miscommunications can have fatal results. Caregivers need to be able to work together without being held back, and to be more connected to patients in need across the entire hospital grounds.	Elevate collaboration between caregivers and patients.	Workforce Connect makes it easier and faster for hospital staff to stay on the same page throughout their shift. Database access, task management, and messaging and 1:1 voice-enabled collaboration help teams deliver their best care, while patient safety features provide a more comfortable experience.
 <b>Field Operations</b> From coordinating deliveries to working the manufacturing floor, being in the field has never carried a more difficult burden. Workers need incredible levels of ruggedness and agility to maximize their two most critical resources: time and information.	Give every worker reliable mobile access to real-time data.	Workforce Connect puts indispensable data at workers' fingertips, giving them the power to make better decisions and advance their daily goals more easily. Teams can instantly tap into group messages and task lists, give status updates to customers, and keep each other safe with emergency alert features. 1:1 voice replaces outdated two-way radios for cleaner, faster communication.

## Close Gaps Open Possibilities

A new era of transformation has arrived. One led by your frontline and felt by your entire organization. One in which your frontline turns into your highest source of value. A transformation that can only happen when communication, collaboration and information flows freely and when the gaps between teams, workflows and data are closed. That's how frontline workers can turn their focus from inefficiencies to what matters most—your customers. That's the power of the unified platform of Zebra's Workforce Connect.

With Workforce Connect, hindered workers become effective problem solvers, contributing their best. All critical workflows are streamlined and consolidated in one place, on one device. No more chasing down people, information and missing items. No more delays, disconnections and disjointed workflows. Answers are at their fingertips. Co-workers and customers are within their immediate reach, and staff and devices are within sight, instantly located. Task management prioritizes their time. Automated safety measures protect them, and triggers alert them of timely issues. All this goes far to foster collaboration, increase productivity and raise service to new heights.

Move forward knowing your frontline has the most complete lineup of software capabilities and rugged hardware to advance their impact. Workflows improve. Customer satisfaction and loyalty go up. And profit margins widen. That's because a better connected and informed frontline worker delivers a better experience. That's the win-win power of Workforce Connect. It's just one of the few ways Zebra elevates performance...with smarter, faster ways to get the job done...and with the scalability, service and support to make an impact where it counts—on the frontline.





# Navigating the Conversation

## 1 Connect Questions to Prompt Conversation

What challenges do your frontline teams face right now?

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What kind of tools do they have to work with?

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What do you think your team could do if they had [feature]? Ex. Mobile access to databases in real time

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What would your ideal solution do for your team?

## 2 Relate Create Relevance

### Why now?

Point out changes in the target industry, ask about widely known challenges

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### Why Zebra?

Lead with differentiators like Zebra's frontline innovation track record and the comprehensiveness of Workforce Connect

Educate customers on features that can benefit them that competitors can't offer

## 3 Inform Help Customers Discover Possibilities

### Short-term advantages of Workforce Connect

Unifies teams and improves communication

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Eliminates app overload

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Provides built-in safety features

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Creates more opportunities to improve customer and patient experience

### Long-term benefits of Workforce Connect

Builds a more informed, empowered workforce

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Creates a platform for seamless collaboration

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Bolsters bottom lines by adding back lost labor hours

## 4 Compare Show How We Stack Up Against Competition

### Telephony-born vendors

Focused on knowledge-based workers in carpeted spaces



### Niche innovators

Designed for task or functional needs of specific use cases and personas



### Traditional players

Have a long history of focusing on hardware



### How they compare



### Others



The industry's most complete line of capabilities in one device

Offer some capabilities, but not all



Built with the frontline worker in mind

Primarily for knowledge-based workers



Superior voice quality in any environment

Frequently compromised voice quality



Better integration with hardware

Gaps between software and hardware



Location tracking support

No location tracking



## Inform and Persuade

Reference Zebra's  
New Workforce Connect Assets



End user  
video



End user  
PowerPoint



End user  
brochure

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