



Background

“ It remains a sobering fact that the success of retail, in these challenging times, is determined, in significant part by the manner in which they can create a joined up shopping experience - one which reflects and complements, in-store, what the customers take for granted, online.



Bringing in-store omnichannel to life

To reflect what looks good online, in-store needs a combination of elements to be in sync. Firstly, the technology needs to bring the digital journey in-store. The number of customer touchpoints across the omnichannel store provides an enormous opportunity for that technology to be employed to engage with the consumer across the store, from the entrance through to the payment transaction.



BUT FIRST THE TECHNOLOGY...

Using technology effectively

Devices such as tablets and their associated apps enable the customer service that consumers expect and retailers strive for. Retailers need to ensure that they deploy technology in the most appropriate way to enhance that customer journey, assist their own staff's productivity and provide the maximum return on investment. This means taking care of the security of the technology and ensuring that it is charged, available and practical to use, day in, day out.

In line with the speed at which today's new retail is evolving, think not whether the technology meets your needs right now, but whether it can scale and flex as your business grows, to support your service into the future.



IS IT FUTURE-PROOF?

Successful tablet deployment

To make sure that your investment delivers a real solution that works as part of that overall in-store strategy, there are a number of guiding principles that you must ensure your solution addresses:

Durability & reliability

Can it cope with the demands of constant staff or customer usage?



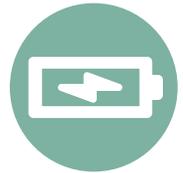
Connectivity

Is there a reliable wireless access technology that these devices can run from? Can the network cope with multiple devices connecting at the same time?



Power

What is the battery life of the device? Will it need recharging during the day? Who will manage this process to ensure that tablets do not lose power?



Use/support

Can users get to grips with the technology easily? How much training is needed and how often should training be offered? Is there a 24/7 support network in the event of technical issues?



Security

Is the network on which the devices run secured? Are the devices protected from theft? Is PCI requirement 9.9 upheld? Are they stored in a safe location between uses?



Good customer strategy

Customer service defines an effective customer engagement strategy. Gone are the days when a customer visited a store more in hope than in expectation. Today the customer arrives knowing what is in stock, the online and off-line price, discounting options and crucially, where else and at what price it may be purchased.



Customers expect that seamless shopping experience across all platforms and engagement points. That means online and offline: from a tablet, PC, smartphone and of course, in store. The product range, pricing, promotions and customer services should all align – wherever that customer may be.

The store is more than a bricks and mortar showroom. So the real heart of a successful unified commerce experience is a smart and intuitive touchpoint between staff and customer. Retailers need easy-to-use and flexible solutions that can offer multi-functionality to provide that key to success.



Queue busting and assisted sales

Queue busting

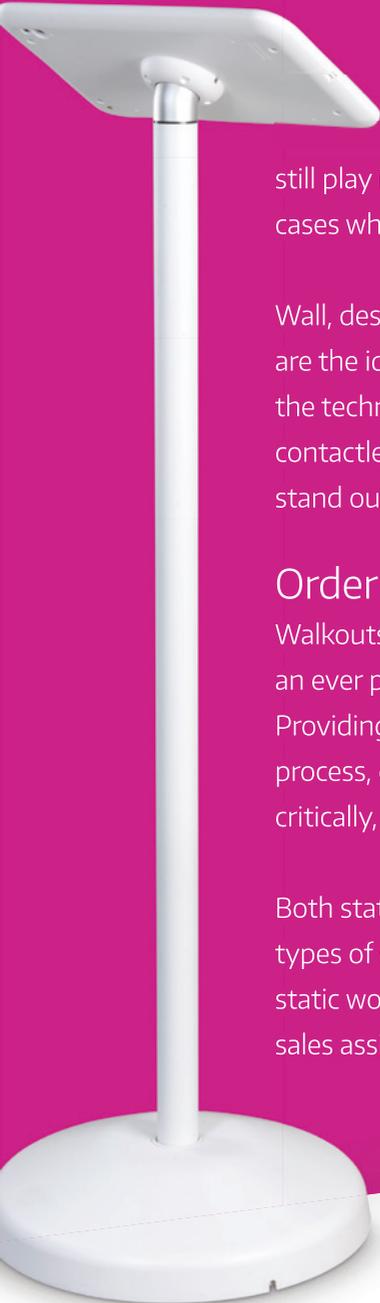
Tablets on sleds or within enclosures optimise customer engagement opportunities. The Dock & Charge and the Vario bring the ultimate in flexibility. They both lend themselves to fixed applications as well as mPOS. Dock & Charge turns a static application such as online cataloguing into a mobile platform in an instant, bringing connectivity, mobility and tablet security. Finding the checkout area busy and a queue forming, Dock & Charge is simply unlocked from its base and used as a queue-busting mPOS device, with an attached micro payment terminal.



Assisted sales

Personalising the shopping experience engenders loyalty from the consumer and increases the sales opportunities and potentially also introduces new revenue streams to the sale. Mobile tablet applications provide the platform for this. In conjunction with access to customer data and in-store applications, it becomes a very powerful tool.

Click & collect and order in-store



Click & collect

Click & collect is now probably seen as the most basic of omnichannel offerings. In-store technology can still play its part in the fulfilment of this task and especially in cases where a “reserve and pay in-store” option is available.

Wall, desk or floor mounted secure tablet based applications are the ideal technology interface. Customers are at ease with the technology but making it easily accessible with a combined contactless payment process, is where the solution can really stand out from the crowd.

Order in-store

Walkouts, the equivalent of abandoned baskets online, are an ever present danger to a successful omni-channel strategy. Providing an application, in conjunction with an assisted sales process, can help a sales assistant from losing a sale, and critically, a loyal customer.

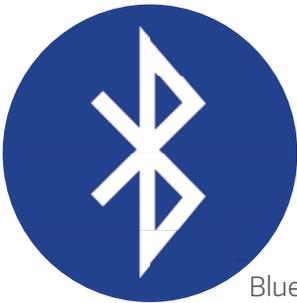
Both static and mobile applications are applicable for these types of solution. Devices such as Dock & Charge, which turn a static work-station into a mobile device can be used by either sales assistant or consumer for this purpose.

Payments and printing

Payments

The mobile shopping assistant can provide a truly joined up shopping experience, from one of greeting the customer with a range of personal offers and ideas through to the payment process.

Integrating payments into a tablet based application is easy with devices such as the Vario and Dock & Charge. Their design is compatible with the M-Case sleeve which can accommodate devices from Ingenico, Miura and Verifone.



Printing

Bluetooth® printing is the final piece of the payment transactions jigsaw. Whilst many applications see these still as desk or belt mounted, the Vario and Dock & Charge can accommodate the latest in mobile Bluetooth printer designs.

Static and mobile

Static or mobile applications can be a real differentiator; but it is the integration platform that brings them to life.

- A-Frame for stand-alone applications that require enhanced security
- C-frame for stylish pop-up and tablet based mPOS
- i-Frame for style and looks that complement the store environment
- K-Frame for kiosk-based applications with increased security requirements
- S-Frame for applications with greater physical security requirements
- X-Frame for practical solutions and where space is at a premium
- Dock & Charge for hybrid, static and mobile applications
- Vario for those away-from-the-till services
- UCS for all your security and charging requirements

Vario™



UCS™



i-Frame™



C-Frame™



Dock & Charge™



S-Frame™



X-Frame™



A-Frame™



K-Frame™



Ergonomics Consultancy

Our Ergonomics Consultancy practitioners can conduct evaluations and provide practical advice to ensure that clients are adhering to good ergonomic principles in the workplace. The Ergonomic Solutions team works to look after the health, safety and welfare of your employees by identifying potential causes of ill health and injury at work and investigating problems related to the use of equipment, work processes and the broader work environment. Our Ergonomists work with our customers within retail and other industries to ensure optimal working practices.... and great ergonomics.

Providing excellent customer service is the great differentiator in retailing today. Our ergonomists will ensure that all service points are capable of providing a streamlined and efficient service.

Ergonomic Solutions

Ergonomic Solutions is the leading global provider of innovative and ergonomically designed technology mounting, mobility and security solutions for a wide range of static and mobile technology hardware at the Point of Sale, Point of Payment and Point of Service. Over 20 years of deep understanding of the evolution of technology hardware, ensures that the latest generation of our mounting solutions enables technology to provide a combination of best practice in customer experience and demonstrable return on investment in a wide range of static and mobile applications.

Our services include design and development for customised solutions and our influential Ergonomics Consultancy has advised many of the world's leading retailers. In addition, we are also an active participating member of the PCI Security Standards Council. Creators of SpacePole, Ergonomic Solutions is the global market leader, having supplied over 5 million unique SpacePole installations – and in the retail sector we supply over 60% of the global top 50 retailers, making our technology mounting solutions the preferred choice.

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