

Spotlight

RETAIL

The Retailing Industry: Capitalizing on Mobility's Potential

In the \$5 trillion U.S. retail industry, smartphones are the gateway to commerce – so much so, mobile devices stand to replace credit cards while continuing to aid savvy shoppers in discovery, research, couponing, showrooming and webrooming. Retailers, too, are finding new ways to benefit from mobile devices in an omnichannel world.

Vox Mobile's Complete Mobility Management solutions help retailers deploy mobile apps that improve the customer experience and reinvent fulfillment with methods such as “click and collect” that enable shoppers to call in and clerks to meet them with their purchases as they drive up to the door.

Most retailers have already made significant investments in supply chain management and mobile technologies. However, many are falling short supporting a mobile workforce and offering shoppers the true convenience that only comes when clerks can access all the store's IT systems via a single smartpad - handling everything from checking inventory to taking payments without heading to the back or going to the counter. Vox Mobile provides this level of personalized, mobile-enabled service with 24/7 systems monitoring and our state of the art logistics and help desk facilities.

Vox Mobile has the experience and resources to help our retail clients fully leverage mobility to achieve a wide variety of goals including increased revenue, workforce productivity and customer loyalty.

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American chain restaurant offering sizable menu and portions.
Mobile enabled training and support for a staff over 20,000.

Challenge:

Delivering a great customer experience is the #1 priority at this popular restaurant. With a menu that has over 300 items and seasonal menu changes, staff training is critical to delivering a great dining experience. With concerns about overwhelming its staff, store leadership were on a mission to provide them with training in a user friendly way.

Vox Mobile Solution:

The restaurant group engaged Vox Mobile's full suite of mobility management services in 2013. Vox Mobile has helped the company develop its plan on how to leverage mobile devices in delivery of training content to its wait staff of more than 20,000. Vox Mobile provides 24/7 end-user support every day of the year, device procurement, configuration and deployment of DEP enabled devices. The staff also has access to the self-service portal for trouble shooting and request submission. Vox Mobile also provides billing expense management of Verizon enabled devices and administrative service for the EMM.

Insights:

The restaurant group feels the partnership it has forged with Vox Mobile has helped them successfully expand its operations to more than 200 locations without any negative impact on its staff or guests. Vox Mobile has become a trusted advisor to the company and working together the future plans are to enable BYOD devices for accessing training content as a way for the users to consume the content when and where they desire.

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Nevada-based hotel and casino industry leader.

Deploying, managing and supporting mobility devices for high-roller and shift-based staff programs.

Challenge:

This hospitality giant faced many challenges in managing one of the largest fleets of WIFI-based devices and a largely mobile-enabled workforce. The complex environment includes high device velocity, wide variety in types of mobile users (both employees and guests), shared versus personal devices, high device wear and tear, and a very low adoption rate of its BYOD policies.

Vox Mobile Solution:

Vox Mobile's deployment services were engaged to more effectively manage the hospitality company's "shift-based" devices. Vox Mobile also worked directly with the CFO to develop a BYOD strategy gaining cross organizational alignment with the plan. Vox Mobile helped create a new BYOD policy that established trust across the company's 400 sales people. The sales team is considered "on the job" 24/7 and BYOD adoption was critical to eliminate the need for corporate owned devices which helped the CFO achieve the goal of saving \$2 million in mobile costs.

Insights:

Vox Mobile was able to get to the essence of the concerns the sales representatives had with the companies BYOD policies. Addressing these concerns with new policies and education, enabled the company to execute on its mobile strategies while improving end user satisfaction.