

THE CHANGING RETAIL MARKET.

HOW TO ADAPT AND SUCCEED.



Your retail customers have many pain points in common. Asking them the deep-dive questions shared here will make it easier for you to help them grow in this market. Our hardware and cloud offerings combine to minimize their pains and maximize their businesses.

Pain Points:

No-Contact POS/Self-Checkout



Longer wait times and required social distancing are increasing stress for consumers. That means there's a higher demand for self-service options, leading to the need to accelerate adoption of self-checkout and contactless payment options.

Public Wi-Fi



Retailers now need to bring the customer experience TO the customer—think curbside pickup—but many have Wi-Fi networks that only work inside their walls. Now Wi-Fi needs to work in their parking lots, too.

Mobile Device Security



It's estimated employees possess an average of 1.75 to 3.5 mobile devices—which can open the door to cyber threats. Retailers must be able to lock down those devices, in addition to securing their own infrastructures.

Seasonal Cash Flow



Seasonal demands, like the holidays, can cause unbalanced cash flow, and can generate disproportionate revenue. Retailers can prepare by building/financing inventory to fill those needs.

Discussion Starters:

Since the dramatic changes caused by COVID, how are your customers meeting the challenges of keeping everyone safe while achieving their business goals and increasing customer satisfaction?

Allow retailers to meet customers where they want to complete the sale. Does their current POS solution scale their walls? Is their Wi-Fi network able to support the new CX they've created?

With so many security threats coming through mobile devices, many retailers have a tough time keeping pace with heightened security needs. How do you plan to help them?

The retail industry typically has various highs and lows during the year. How are you addressing these "breathability" requirements with your IT systems and processes?

Deeper-Dive Questions:

- How can you help retailers speed up checkouts while maintaining social distancing with minimal interaction (touching hands, exchanging payments, bagging goods, etc.) and keeping the same level of customer service? Are you struggling with those solutions?
- How do you provide your customers with wireless access? Are you capitalizing on those requirements?
- What type of ROI, in labor savings, can you realize by implementing self-checkout?
- How much can you help retailers increase NPS scores by moving cashiers to other positions, such as customer-service roles?
- What additional revenue can you drive with more floor space by moving from traditional registers to self-checkout?
- What are your customers doing, from a security perspective, to monitor their stores? Are you helping them deploy video-surveillance systems, and are those systems used for more than monitoring?
- Are your customers' IT systems optimized to handle seasonal growth? Do you use any cloud technologies to address this?

We offer many industry-leading options that address what's needed in retail, and here are just a few. To create the ideal solution that's specifically tailored to your customers, please contact ignitesales@scansource.com today.

Barcode/Mobility		
Distribtuion/Logistics		
Infrastructure		
Mobile Expense		
POS and Payments		
SaaS		
SD-WAN		
Security		
UCaaS		
Video Surveillance		
Wireless		