EMPOWER YOUR RETAIL ASSOCIATES TO MAXIMIZE EFFICIENCY AND DELIVER A SUPERIOR CUSTOMER EXPERIENCE WITH...

THE BLUETOOTH

ZEBRA CS4070

— THE PERFECT COMPANION SCANNER FOR YOUR TABLETS AND SMARTPHONES.

HELP YOUR TABLET AND SMARTPHONE USERS BOOST PRODUCTIVITY AND DELIVER BETTER CUSTOMER SERVICE WITH ENTERPRISE-CLASS BAR CODE SCANNING

Retail

THE BUSINESS CHALLENGE:

THE IMPACT OF USING THE CONSUMER-CLASS BAR CODE SCANNING CAPABILITIES IN TABLET AND SMARTPHONES

When a shopper walks into your store, earning a sale and their loyalty has never been more challenging. There are so many shopping choices, from the physical brick and mortar store to around the clock shopping on the Internet. Even in the stores of your aisles, shoppers are using their smartphones to check product reviews and your pricing before they make a buying decision. What does it take to earn that sale and shopper loyalty? Exceptional service — 86 percent of shoppers report that service is so important, they will pay more for a better customer experience. And if shoppers experience poor service in your store, the price is astronomical. Nearly all shoppers — 89 percent — will turn to your competitors after just one bad experience.[1]

To ensure that your associates can deliver a stellar shopping experience, you've armed them with tablets, smartphones and other Internet-enabled devices. Now they can provide whatever shoppers need, without ever leaving their side, all in real time — from simple inventory and price checks to presenting product comparisons to assist in product selection, locating inventory in another store and even ringing up the sale. But all those tasks require bar code scanning. And the one feature that these consumer devices lack is enterprise-class bar code scanning. Without it, the customer experience is at risk.

Why? Because tablets and smartphones are suitable only for occasional bar code scanning — not for the constant scanning required in the retail world. While it's true that the integrated consumer-grade camera can scan bar codes, that camera is not specifically designed for bar code scanning — it is designed for taking pictures. As a result, not only is bar code capture slow, but the consumer-grade technology cannot capture the damaged, poorly printed, scratched or dirty bar codes common in retail, forcing associates to manually enter the bar code information for those exceptions. In addition, the physical design of tablets does not lend itself to easy or comfortable scanning — positioning the tablet to capture a bar code is awkward and uncomfortable. The result? More opportunity for errors, reduced associate productivity and slower customer service.

[1] Annual Customer Experience Impact (CEI) Report, conducted by Harris Interactive for Right Now, 2011

THE SOLUTION:

Instantly add enterprise-class bar code scanning to tablets, smartphones and more with the cost-effective pocket-sized Zebra CS4070

With the Bluetooth Zebra CS4070 Companion Scanner, you can easily empower every one of your tablet and smartphone users with the enterprise-class bar code scanning they need to protect the customer experience. With the press of one button, the CS4070 can connect to any Bluetooth-enabled Apple, Android or Windows tablet or smartphone. And it's so affordable you can put one in the pocket of every associate, where it is always ready to help your associates deliver the kind of service that will win a sale — and repeat business.

The CS4070 offers the perfect blend of business features:

- Our most advanced bar code scanning technology. Enables the first-time every time capture of virtually any 1D or 2D bar code, regardless of whether it is displayed on a screen or printed on a label — or damaged, scratched, dirty or poorly printed.

- Superior ergonomics for superior comfort and ease-of-use: When it comes to comfort, our award-winning industrial design team delivers. The CS4070 is small and light, easily worn around the neck on a lanyard or carried in a pocket. The device fits naturally in either hand, regardless of hand size. And its well-placed buttons minimize finger movement to maximize comfort in the most scan intensive tasks — from scanning items during a purchase to taking inventory.

- Real business durability. When it comes to durability, the CS4070 stands out in its class with four enterprise-class rugged specifications that are crucial for reliable operation: a 4 ft./1.2 m drop spec, the ability to survive 500 consecutive tumbles (1,000 consecutive hits) from 1.64 ft./0.5 m, IP42 sealing for dust and water resistance, and a scan button that keeps working and scan button graphics that won't wear off — even after more than a million presses.

- True point and shoot simplicity. An extraordinary scanning range combines with omni-directional scanning to make the capture of bar codes easy and intuitive.

- Full shift power — always. The battery holds plenty of power for a 12-hour shift. Since the battery is user-replaceable, the CS4070 is always in service — there is never any downtime while the device sits in a charger, waiting for the batteries to recharge. And if the battery runs low, a handy LED indicator lets users know it's time to change the battery — before the power runs out.

- One step pairing with any Apple, Android or Microsoft-based mobile device. A dedicated pairing button allows users to pair the CS4070 with their mobile device with the single press of a button. Since the CS4070 works with any Apple, Android or Microsoft-based mobile device, retailers have true freedom of device choice. And with the integrated MFI chip and Apple Certification, users get scan-and-go compatibility with any Apple mobile device — the need to enter a security code is eliminated.

THE APPLICATIONS:

How will your retail store benefit from enterprise class bar code scanning?

MOBILE POINT-OF-SALE (POS)

When associates ring up a sale using the consumer-grade camera technology in a smartphone or tablet to scan items, customers may find themselves waiting not-so-patiently while associates struggle to properly position a tablet or manually enter the item data for bar codes that could not be scanned. The end result? A negative experience during your last touchpoint with the customer.

But when you pair the CS4070 with your tablets and smartphones, you get the enterprise-class scanning required to create a powerful mobile POS. Your associates can ring up purchases with the same speed as your wired POS stations, the moment a buying decision is made, anywhere in the store — ensuring that the last impression shoppers have of your store is a good impression.

ASSOCIATES CAN NOW...	BENEFIT
Scan the bar codes on the items anywhere in the store, even if the bar code is in poor condition — smudged, dirty, scratched or poorly printed	• Anywhere, anytime easy transaction processing at the point of decision anywhere in the store reduces the opportunity for lost sales — and lost revenue • Minimizes total transaction time, reducing customer wait times • Prevents the exceptions that could force associates to spend a lot of time manually typing in bar codes during a purchase • Protects associate productivity • Protects the quality of the checkout experience • Ensures that customers are charged the right price for every item • Protects profitability • Prevents pricing inaccuracies due to manual mis-keying of bar codes that could negatively impact the customer experience
Scan the mobile bar codes that represent coupons, loyalty cards or gift cards displayed on the screen of customer mobile phones	• Allows your store to implement mobile loyalty programs • Provides customers with a convenient way to save money in your store, without the need to keep track of paper coupons and plastic cards • Eliminates the need for associates to manually enter mobile bar code data, increasing transaction times and reducing the quality of the customer experience

INVENTORY/CYCLE COUNTING

The more you know about what you have in inventory, the better you can manage your inventory. But manual inventory takes with the consumer-grade scanning technology in tablets and smartphones can be very time consuming and expensive. And since consumer-grade tablets and smartphone lack business ergonomics, your workers will typically find the constant scanning required during inventory takes to be uncomfortable and tiring.

The CS4070 solves those issues. When you pair the CS4070 with your tablets and smartphones, users have the enterprise class ergonomics and scanning technology required to get the job done quickly and easily. The results? Retailers have the real-time inventory information they need to improve inventory management.

ASSOCIATES CAN NOW...	BENEFIT
Rapidly scan virtually any bar code, in any condition, on any item for rapid inventory takes	• Provides a valuable real-time window into inventory on hand • Helps prevent stockouts that result in lost sales • Helps provide visibility into the buying trends of shoppers • Provides the information required to improve the inventory selection • Ensure that seasonal inventory is visible and placed on the sale floor at the right time

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For more information, visit www.zebra.com/cs4070 or access our global contact directory at www.zebra.com/contact