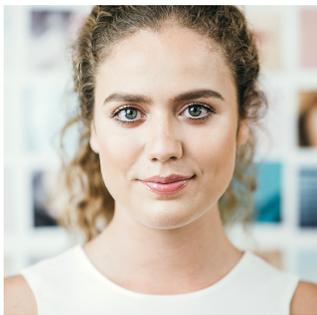




RETAIL STORE MANAGER: A TYPICAL DAY

THE SCENARIO

There is no normal day for a retail store manager. Among the myriad other duties to handle during a typical day, you are charged with ensuring customers are provided an enjoyable in-store experience and faced with the realities of preventing loss (shrinkage). Pressure is added when same-store sales goals must be met and customer satisfaction scores must be improved.



“All in a day’s work,” according to Melissa, store manager at the high-performing large retailer we spoke with.

That is, until Melissa was transferred to an underperforming store and expected to lead a turnaround. “It was a mess, and I needed help. I was short-staffed, and my higher value merchandise kept showing up on the shrink report,” Melissa stated.

Due to cost cutting, as well as using staff across various areas of the store, a problem that Melissa and other retailers are experiencing is that interested customers are having fewer face-to-face interactions with store staff.

It’s proven, according to a *Chain Store Age* study:

- When consumers do find the help they need from in-store associates, 93% are likely to complete their purchase.
- On top of that, 85% are likely to purchase more than they had intended when they get the answers and guidance they walked into the store seeking.
- Additionally, retailers are battling shoplifting (including internal theft). Areas of loss include video games, jewelry, small electronics, baby formula, hair care products, and allergy medication, to name a few.

Melissa had a high level of enthusiasm to return to her high-performing standards, and to stop the agony of being at the bottom of her region’s sales and loss prevention charts. That’s when she decided to reach out to her trusted Ritron reseller for a consultation. Melissa had worked with this reseller at her prior store, and understood their expertise in the retail environment.

THE SOLUTION

The reseller listened to Melissa’s concerns, and explained that placing wireless customer assistance call boxes would allow interested shoppers to contact a nearby sales associate via their two-way radio. The customer would receive assistance quickly, with a simple press of a button.



QUICK ASSIST CALLBOX

Boost Customer Service, Control Costs, Improve Productivity. Designed and Made in the USA.



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In addition, she explained that high-value merchandise could be placed in locked display cases with the quick assist callbox nearby. Shoppers use the callbox to receive assistance, and then are directed to a nearby cash register to complete the purchase.

Melissa was convinced this was a viable and valuable solution, given that she could retain the investment in the existing two-way radio network, address the product loss issue, as well as increase levels of customer service and satisfaction.

THE RESULTS

Sales are now trending higher, and Melissa has transformed not only her own confidence as a store manager, but also the store itself.

Employees understand how the call for assistance callboxes result in highly satisfied customers, and that face-to-face interactions can lead to an increase in add on sales opportunities.



QUICK ASSIST CALLBOX APPLICATIONS

- High Value Merchandise
- Controlled Substances
- Site-To-Store Pick-Up Areas
- Cutting Stations
- Paint Department
- Sporting Goods
- Fitting Room
- Locked Cabinet Displays
- Un-Staffed and Part-Time Counters or Registers
- Question-Intensive Merchandise Areas
- Seasonal or Outdoor Departments
- Lumber, Nursery, or Patio Departments
- Heavy or High Merchandise Areas
- Silent Manager Alert Alarm
- Liquor Department
- Aquatics (Fish Tanks)
- Pain Medication
- Sporting Goods / Ammunition
- Propane Tanks

QUICK ASSIST CALLBOX FEATURES & SPECS

- Low cost of ownership, talks directly to existing VHF or UHF business band 2-way radios
- Does not use WiFi technology, no additional wireless infrastructure needed, minimal support required
- Stand-alone operation, works on AA batteries, installs anywhere, easy to relocate
- Eliminates annoying in-store PA paging, improves shopper experience
- Flashing LED gives customer visual confirmation of message sent
- Recordable, customizable, voice messages (in any language)
- Heavy-duty, long life push-button
- Durable, gasket-sealed, water-resistant enclosure
- Attractive design, fits any environment
- Improves employee efficiency, reduces payroll costs
- Designed and Made in the USA



RESELLER RESOURCES

Check out our library of resources available specifically for our reseller partners. See www.ritron.com/reseller-resources.

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