

# HOW TABLETS ARE HELPING RETAILERS REINVENT THE CUSTOMER EXPERIENCE

As brick-and-mortar retailers increasingly compete with the convenience of online shopping, a new generation of technologies—from interactive digital signage to tablets—offers the opportunity to differentiate and enrich the in-store retail experience, engage customers, and drive sales.

For retailers looking to create new, smarter, and more connected environments, tablets can help reinvent the customer experience, from the moment they enter the store to the point of sale (POS). Here are some innovative solutions that do just that.

## A CUSTOMIZED, INTERACTIVE IN-STORE EXPERIENCE

Smart retailers are leveraging digital technology—and tablets in particular—to provide customers with new levels of customization. Innovative mobile features enable them to provide content based on customers' specific interests.



A designer is installing **"touchscreen storefronts"** at four pop-up locations in New York City, giving a whole new meaning to window shopping. Shoppers will be able to purchase items from the displays, and a courier can deliver the desired product in an hour.<sup>1</sup>



Sales staff at a Canadian sporting goods retailer are equipped with **tablets that allow them to take over larger screens in the store** and engage the customer directly with advertising or special content.



A department store is testing **cosmetics stations** where tablets offer reviews and tips.<sup>3</sup>



**"Build your own" kiosks** incorporate tablets that customers use to custom design everything from shoes to tennis racquets. Tablets enable retailers to create interactive kiosks for a fraction of the cost of the past generation of self-service terminals. One recent survey of retailers found that 89% would use a touch screen for a kiosk display.<sup>2</sup>



**Extended product ordering, self-checkout, in-aisle checkout, e-receipts, and virtual POS** experiences are just some of the key entry points for evolving the in-store experience. It's not surprising that a recent study found one-third of all retailers plan to use tablets or mobile devices in stores.<sup>4</sup>

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## FASTER SERVICE, HAPPIER CUSTOMERS

Savvy restaurants are getting in on the act, too. Always on the lookout for innovative ways to increase both customer satisfaction and business profitability, quick-service restaurants in particular are using tablets to improve their ordering process and POS system.

Traditionally, waiters and waitresses have used a notepad and pen to take orders. Then they walk to the POS terminal to type in the order. It's an age-old process, prone to error and time inefficiencies.

THE NEW SOLUTION



The new solution? Perform tableside ordering in real time with a tablet and WiFi. Three features are essential: tablet size, so the wait staff can easily carry the tablet and take orders; screen size and resolution, to allow the POS menu to be displayed entirely and clearly; and performance, for speed and efficiency.

In many cases the tablet has replaced notepad and paper and is the new POS system. These restaurants are seeing improvements in ordering accuracy, increases in the wait staff's ability to upsell items, and speedier delivery of orders to the kitchen.

The Galaxy Tab S improves customer engagements with powerful visualizations on the 10.5" Super AMOLED display. Maximize on-the-go portability with leading-edge thinness and lightness. Elevate productivity, communication and collaboration with a blazing fast processor for effortless multi-tasking and screen mirroring, while Samsung Knox™ ensures enterprise-grade data security.

Learn more at [samsung.com/business](http://samsung.com/business)



<sup>1</sup>"Kate Spade Touch-Screen Storefronts Let Us Window-Shop New 'Saturday' Line," Huffington Post, June 6, 2013  
<sup>2</sup>"Transform a Tablet into an Affordable Kiosk for Your Clients," Smashing Magazine, November 26, 2012  
<sup>3</sup>"Retailers Add Gadgets for Shoppers at Ease with Technology," New York Times, March 9, 2012  
<sup>4</sup>"Five Ways Tablets Can Help Retail in 2013," Apparel, February 27, 2013