

## Communications Solutions for **RETAIL**



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*“Retail powers the American economy... retail is the largest private employer in the United States. Retail directly and indirectly supports 42 million jobs, provides \$1.6 trillion in labor income and contributes \$2.6 trillion annually to U.S. GDP. Retail is American small business. An overwhelming majority of retail businesses – 99% –employ fewer than 50 people. In fact, these retailers provide 40 percent—or 11.5 million—of the 29 million jobs in retail. Working together, retail will continue to power our economy and provide opportunities for millions of Americans seeking rewarding careers.”*

– National Retail Federation – Economic Impact of the U.S. Retail Industry

### **LEARN HOW**

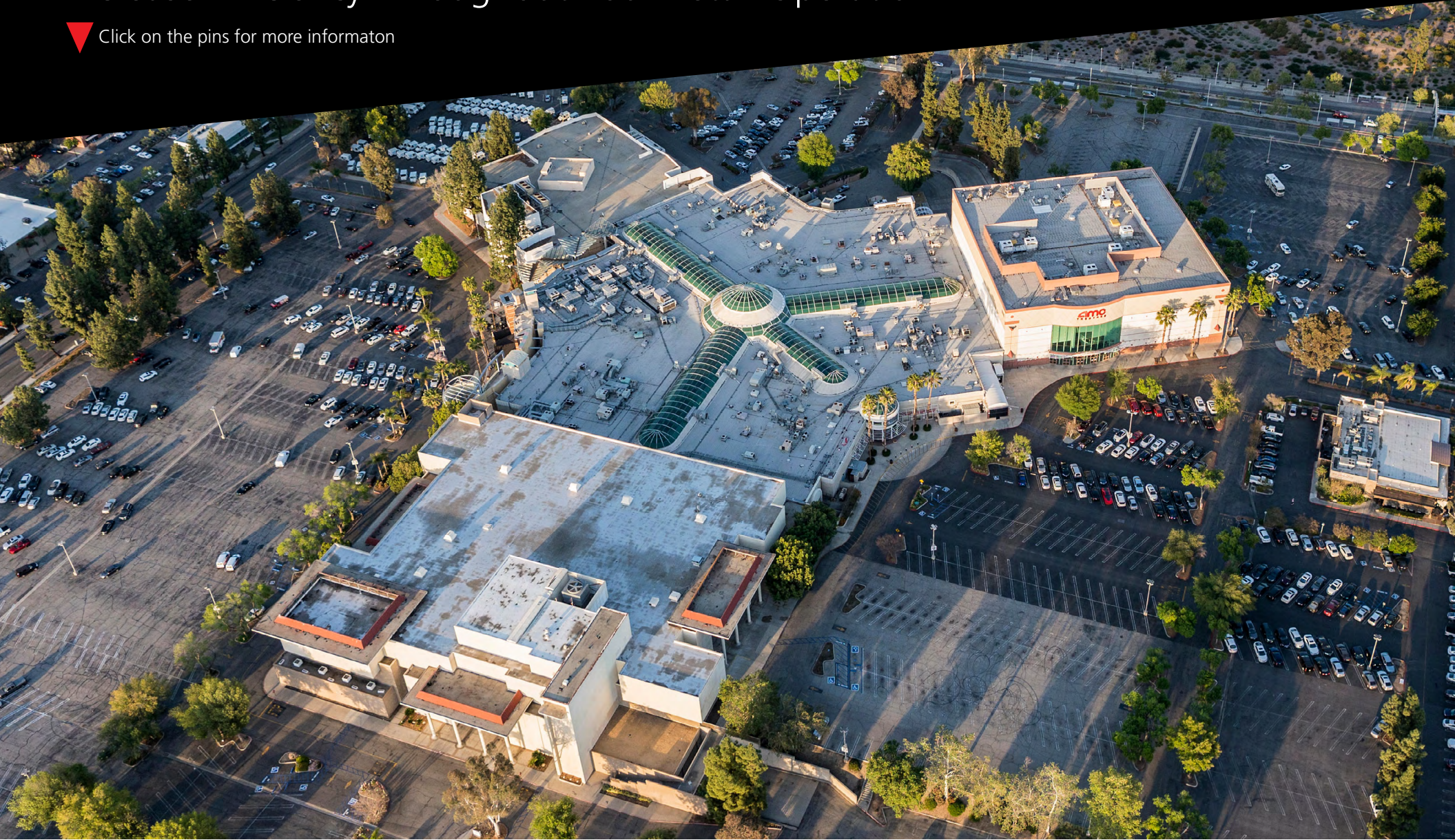
*KENWOOD radios and systems can work for you:*



# Increase Efficiency Throughout Your Retail Operation



Click on the pins for more informaton



Two-way radios can mean that an associate on their first day can be nearly as efficient with customers as an experienced employee, because they have ready access to answers. Retail losses are dramatically cut with prevention. Giving every employee the ability to report suspicious activities allows for a rapid, discreet security response to stop a loss before it occurs. Keep staff and customers safe and achieve greater efficiency with two-way radios.



# Loss Prevention Tools



Theft is one of the most serious problems facing superstores, retail chains and grocery stores with 41% of retailers reporting increases in overall inventory shrink. Experts agree that one of the easiest and least expensive ways to prevent theft in-store is to have associates greet every customer when they enter the store and to be attentive to shoppers. Customers who come to buy will appreciate the interest and the presence of a vigilant and visible staff. It also means that potential shop lifters know their behavior will be noticed.

When an attentive staff also has two-way radios, employees can report something suspicious through voice, a coded LED light, vibration or text. If a shop lifter does leave the store before loss prevention staff can respond, employees can report the physical appearance of the shoplifter to the asset protection manager or security so the store is on alert for their possible return.

Because 75% of employees steal at least once, enabling all employees to discreetly report incidents can be a strong deterrent. Two-way radios are also an inexpensive way to enhance your inventory management system, in addition to the usefulness of barcode scanners and printers in monitoring inventory.



***"American retailers lose almost \$50 billion annually to theft. Shoplifting accounts for most (36.5%) of those losses."***

***– National Retail Federation***



**\$559**

Average cost of a single shoplifting incident

*– FaceFirst*

# Strategies for an Improved Customer Experience



Everyone on the retail floor can communicate, no matter where they are and without having to leave what they are doing to find another employee. More affordable and durable than cellphones, two-way radios enable one-to-one or one-to-many immediate communications. Light weight on-site radios, tucked into a pocket or clipped to a shirt, and especially with the addition of an earpiece, let employees operate hands-free to search through racks, assist with product selection or check prices.

Self-checkout and customers to scanning bar codes on their own doesn't mean that shoppers expect less assistance from store associates. Customers require sales associates to answer the questions that can't be found online and 62% of American consumers still want the tactile experience offered by physical stores. They still want to see, touch and feel products and take them home immediately – even same or next-day delivery can't replace that. Young shoppers want a shopping experience, which can mean meaningful or at least helpful interaction with a sales associate. Their "I want it now" mentality means that Millennials are among the most motivated to shop in brick-and-mortar stores. That puts pressure on associates to immediately answer questions, which is made much easier with two-way radios.

***"Customers spend an average of 63 days gathering information on a big purchase with 70% of that research done in-store."***

– RAVE Reviews

## **6 REASONS PEOPLE WILL CONTINUE TO SHOP IN STORES**

- 1.** Because physical shopping is more accessible
- 2.** To be able to use all their senses to experience products
- 3.** When talking to a person is better
- 4.** Because shopping is an exciting experience
- 5.** When time is of the essence
- 6.** For the trusted service after the purchase

# Advantages of Two-Way Radio in Retail



Since the future of retail is still solidly anchored in the brick-and-mortar channel and customer satisfaction is the core of retailing, successful retailers will do all they can to provide customers with the ability to shop when and where they want and to provide the best possible service. For high touch-and-feel categories including apparel, health, beauty and furniture, the preference for an in-store experience is as high as 85 percent. Immediate answers, ease and accuracy of information are key for in-store shoppers.

When customers do come to a store, they not only want an informed staff, they want to feel safe from the time they park until they return to their car with purchases.

A secure and safe shopping experience extends to the store's environment and functionality. Associates with two-way radios can quickly address spills, long check-out lines, untidy displays or damaged items because they can call for help easily, usually while still assisting customers with purchases.

The rise in pre-paid merchandise and curbside service for all types of retailers means that two-way radios can reduce wait times and make communications between order prep and curbside cashiers faster and more accurate.

***"90 percent of all retail sales are transacted in stores and 95% of all retail sales are captured by retailers with a brick-and-mortar presence."***

***– A.T. Kearney***



MIL-SPEC





# Choose Your Solution



**ProTalk<sup>®</sup>** Business Two-Way Radios

**NEXEDGE<sup>®</sup> NXDN<sup>®</sup>**

For the smallest boutique or a multi-story mall that stretches over several acres, KENWOOD has a digital radio solution.

Lightweight and compact, the PKT-23 and NX-P500 ProTalk portables are the top choice of U.S. retailers. High impact features in a small package and affordable digital performance means that there is no compromise necessary to have radios in your store that will work shift-after-shift. Renowned KENWOOD audio is at the heart of ProTalk, so even in the noisiest environment, your employees are still heard.

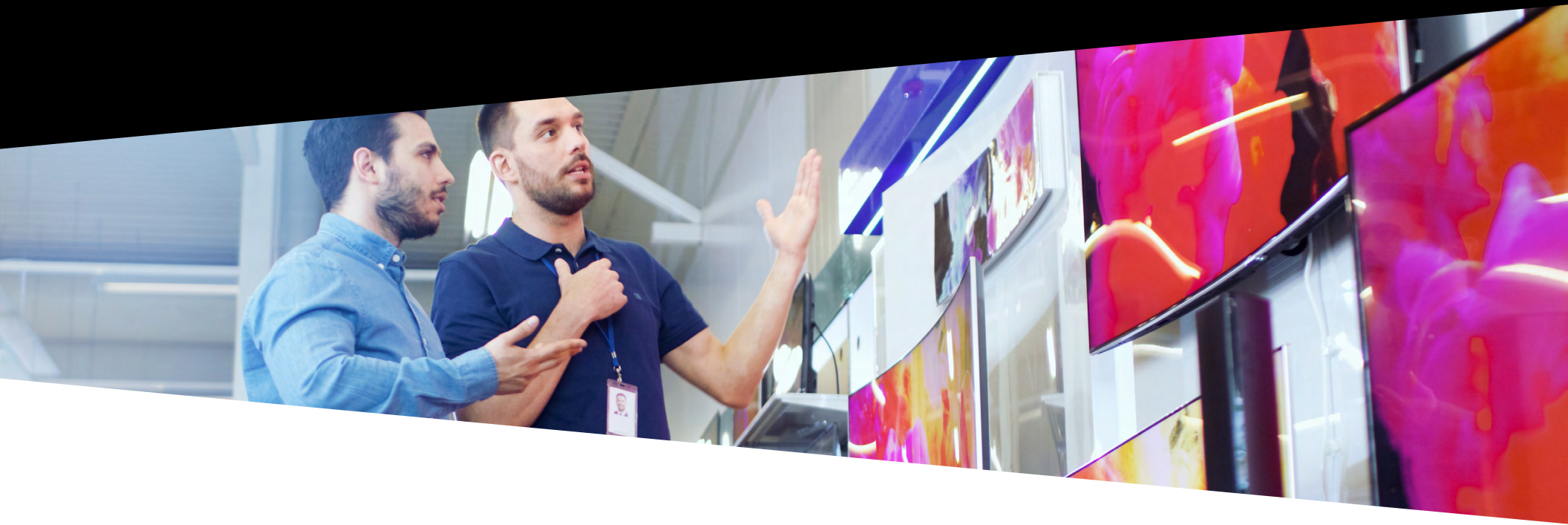
Voice communications can be a challenge and more coverage required in a multi-level mall, with concrete and steel construction and below street inventory and storage facilities. The KENWOOD NX-1200/ NX-1300 portables are designed for these challenging environments, enabling employees to communicate from any location.



PKT-23

NX-P500

NX-1200/NX-1300



## LEARN MORE ABOUT KENWOOD SOLUTIONS FOR LEADERS IN RETAIL

JVCKENWOOD USA Corporation

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Irving, TX 75038

[kenwood.com/usa](http://kenwood.com/usa)

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JVCKENWOOD Corp. manufactures analog and digital two-way radios, including P25 compliant and NEXEDGE radios that use the NXDN protocol and are capable of DMR operation. JVCKENWOOD USA provides radios and systems to public safety, utilities, government, education, healthcare and other major business and industrial markets.