Diebold Nixdorf

DieboldNixdorf.com

Which Store Associate Type are You?

Storevolution™ The Store Associate Journey

Working in retail has always been a tough challenge, especially on the sales floor where one needs to juggle providing valuable consumer service with tasks like pricing, inventory, order fulfillment, queue-busting and team management all at the same time. Navigate the Storevolution journey path below to find out which store associate type you are along with how you can empower your team with mobile devices to better advise consumers and have all information and tools available anytime, anywhere.

In-store experience is key — Find out if you are already a Mobile Superhero

Which type of retail environment do you work in?

- Small corner shop
- Mid-sized retailer
- Large retail chain
- Pick-up shop
- E-Commerce

How flexible do you need to be between back office and front of store?

- I only work from my desk/ checkout
- I switch to front of store up to 30 minutes a day
- I do not require a desk where I am needed.

How many mobile devices do you use to fulfill your regular daily tasks?

Did you know that...

61% of leading global retailers trust their frontline workers with mobile technology while they are working?

Source: 2022 RSR Report "Has the Era of the Empowered Workforce Finally Arrived?"

- No mobile device
- Only one
- Up to three
- More than three

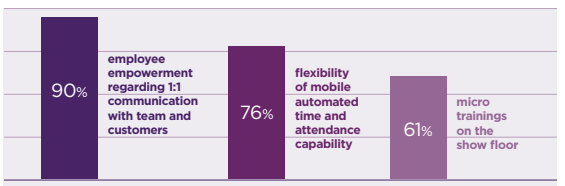
Do you feel comfortable with the product knowledge you have to advise shoppers?

- Yes, completely agree
- Could be better
- No. I want to be helpful, but it is hard to know it all!

Would you like to reduce the number of needed devices?

- The number of devices is okay
- Yes, please! Just one universal device would be great.

Top 3 Reasons Why Retailers Invest in Mobile Devices for Associates



Source: Source: 2022 RSR Report "Has the Era of the Empowered Workforce Finally Arrived?"

Would you try quick product tutorials on a mobile device to refresh your knowledge on the sales floor?

- No, this does not interest me
- I would if I had the chance and technology
- Yes, this would be great to better advise shoppers

How important is mobile 1:1 communication with your team and consumers in-store?

- Not relevant right now
- It would help to better orchestrate the team in-store
- Urgently needed - to enable better servicing of in-store shoppers

How important is on-demand payment acceptance on a mobile device for your journey fulfillment?

- Not relevant right now
- Highly appreciated for in-store queue-busting at peak times
- Great option for seasonal occasions outside the store/forecourt

To what degree is omnichannel fulfillment affecting your in-store tasks and working operation?

We only sell in-store

We orchestrate returns from the webshop in-store

Buy online - pick up in-store, click and collect, brick and mortar – we truly cater for the full experience

You are a **Traditionalist**

With a smaller in-store size you can still manage the range of products without help of mobile devices on the show floor – the same with teammates. Your customers are also likely not in a rush and enjoy a chat during the checkout at the traditional EPOS.* You have no pressure to fulfill omnichannel orders nor supervise various lanes of self-checkouts.

With 14.9 million installed EPOS globally, this means of checkout is still the leading choice of checkout and appropriate for all industry verticals

DieboldNixdorf.com/MobilityOverview

Source: RBR, Global EPOS and Self-Checkout 2022

You are a **Mobile Convenience Seeker**

You already enjoy the fruits of digitalization. Always keen on providing valuable customer service while juggling pricing, inventory, queue-busting and allocation of team members – you have your mobile companion available. Real time status updates on touchpoints and transactions? Already checked with a touch of a button on your mobile device.

DieboldNixdorf.com/MobilitySoftware

You are a **Mobile Superhero**

Switching from back office to front of store as customers or tasks need your attention - this is your thing. While supervising various self-checkout lanes via mobile, you are able to easily clear an intervention like age verification while on-the-go and support customers immediately with valuable product information. When attached to the docking station, your mobile device transforms into a full working operational environment with all needed accessories as superheroes are accustomed to. Omnichannel orchestration? Click, done.

DieboldNixdorf.com/MobilityServices

Now that you've identified your mobile readiness, discover how you can empower your associates to leverage the power of flexibility...

85%
of associates say that technology helps them provide a safer and better experience for shoppers

Source: 2021 Zebra Shopper Vision Study

Boost Consumer Self-Checkout Journeys with Mobile Associate Devices

80% **of millennials say technology improves the retail experience.**

BUT

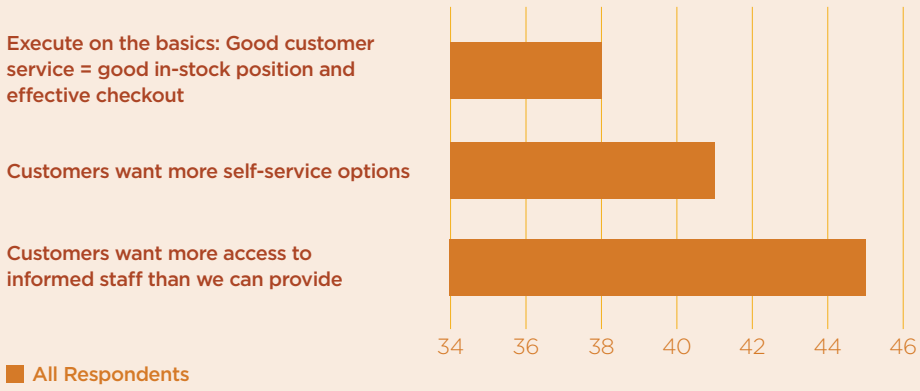
78% **of grocery shoppers had an annoying experience while shopping in-store.**

Source: 2021 Zebra The Essential Shopper Experience

Source: 2019 Nielsen Grocery Shopper Consumer Survey

Make sure your associates are trained and knowledgeable about all consumers touchpoints and transactions to resolve interventions smoothly.

Top 3 Operational Challenges Driving Retailers to Improve How They Manage Their Sales Workforce



Source: 2022 RSR Report "Has the Era of the Empowered Workforce Finally Arrived?"

Did you know that the average self-checkout time increases by

50-100%

with each intervention? Meaning, any friction point, no matter how small, can make the difference between a good and bad shopping experience.

Learn how to invisibly refine journeys.

Source: Vynamic Smart Assist Product Card

The freedom of flexibility

Mobile devices allow associates to have real-time access to business applications, sales information, and necessary team communication - exactly where they are needed, servicing consumers on the sales floor. But there's more - by leveraging the power of business applications in a working environment, mobile devices can handle all back-office tasks balancing mobile automated time and attendance capability.

There are no limits in leveling up the work experience for your associates.

- **Empower your team to resolve friction points smoothly**
- **Reduce interventions at the self-checkout**
- **Have real-time access to business applications**
- **Help with queue-busting during peak times or seasonal on-demand payment outside the store/forecourt**
- **Handle back-office tasks via mobile in a workstation environment**
- **Complete in-store pricing of products**
- **Give valuable customer service with live sales information**
- **Orchestrate inventory management processes**
- **Handle omni-channel fulfillment**
- **Manage staffing allocation and access team communications**

The amount of mobile devices in-store will rise significantly - make sure they stay up and running.

Out-of-service devices cause interruptions in consumer as well as associate journeys — both resulting in a poor experience and a decrease in trust and loyalty.

Growth in Installs Over the Next Two Years

Food, Drug, Mass Merchants

Mobile Associate Devices	Mobile Manager Devices	Consumer Mobile Checkout	Updated Store Servers
+180%	+177%	+271%	+200%

Source: 2022 IHL Group Grocery Study

How to Ensure the Highest Availability at the Lowest Total Cost of Ownership

Our Managed Services team can proactively monitor a retailer's ecosystem before hiccups happen to ensure always-on journeys while collecting real-time data across multiple touchpoints and systems to provide business intelligence at the lowest TCO.

Did you know that >70% of your Total Cost of Ownership is caused by operational costs and not by initial system purchase and set-up?

49%
Soft Costs
Operational and productivity loss, data consumption

27%
Hard Costs
Acquisition of hardware, software and tools

24%
Support Costs
IT support, updates, and upgrades

Source: TCO Models for Mobile Computing and Communications Platforms, VDC Research

Are you keeping an eye on the operational piece? Proactively, AI-driven, hardware-agnostic, 24/7, from implementation up to the latest apps - all in one dashboard?

Learn how

Are you ready to start revolutionizing your operations and in-store experiences?
Get started with the right technology mix by running smart and open API software—all backed by proactive services. The Storevolution™ is built to help retailers successfully design, enable and operate consumer and staff journeys.

Learn how you can improve staff efficiency, drive customer satisfaction and manage your costs of operations.

To learn more, **visit DieboldNixdorf.com/RetailPortfolio**