

Make Every Checkout Lane the Fast Lane

Improve the Point of Sale, Increase Customer Satisfaction

A fast and seamless shopping experience is a common expectation. 88% of shoppers want a faster checkout experience¹. Fixed and mobile point of sale solutions allow retailers to compete and keep pace with these rising expectations.

Our 2018 Retail Vision Study revealed 58% of shoppers surveyed agree that their shopping experience is improved by associates who use mobile point of sale devices to scan and accept credit or debit payments anywhere in the store².

While the purchase process may be the last opportunity for associates and customers to interact, it isn't any less important. Retailers can leave a lasting impression that either satisfies or frustrates the customer. If the overall store experience is positive but the checkout process isn't fast, easy and convenient, the risk of customers abandoning a purchase increases.

By 2021, 87% of retailers will integrate mobile point of sale devices in-store³. Leading retailers understand that technology can empower associates with more freedom and flexibility to process payments at the point of decision, which encourages stronger customer connections at any place and time within the store.

From hardware to software, services and supplies, Zebra point of sale solutions increase store efficiencies that shrink lines and reduce wait times and delays — ultimately improving the customer experience and strengthening customer loyalty.

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¹ [Digimarc Survey](#)

² [2018 Zebra Shopper Study](#)

³ [2017 Zebra Retail Vision Study](#)

Overcoming Point of Sale Challenges

Bulky items, damaged barcodes, mobile payments and digital coupons add complexity to the checkout process. Associates who are unable to quickly capture these at the point of sale waste precious time — time that the customer doesn't have and time that the associate could spend processing more sales. Optimizing the point of sale with the right systems and technologies enables associates to perform at peak productivity, enhance customer service and maximize profitability.



Increase Customer Satisfaction

To deliver the best shopping experience from entrance to exit, checkout processes need to be quick and accurate. Handheld mobile computers paired with mobile printers can be used to prevent long lines and encourage sales by processing payment at the point of decision.



Improve Associate Productivity

To maintain efficiency and accuracy, associates need the tools to easily scan all types of merchandise no matter its shape or size. General purpose scanners can capture printed and digital 1D/2D barcodes in a single motion.



Enable a Mobile Point of Sale

[Mobile point of sale](#) allows for more freedom, more flexibility and more personalization. While transactions can occur anywhere in the store, they need to remain secure and private. Zebra mobile solutions are built with the latest technology for rugged security and Wi-Fi capability that integrates with your existing operation. And because registers, checkout scans and wiring aren't necessary, it's a cost-effective way to manage checkouts during peak hours.



Zebra Has Your Solution

Fast, accurate data capture and the ability to securely process payments is critical to the customer experience. Retailers who invest in point of sale solutions create a seamless experience from cart to checkout. Zebra offers tailored solutions to match your operational needs — from scanners and imagers to enterprise mobile computers and printers to the software and support that makes integration and deployment simple.

The Building Blocks of Fast, Frictionless Point of Sale

Hardware



General Purpose Scanners

Enable workers to maximize efficiency and enhance customer service with quick, accurate checkouts. In-counter, on-counter, hands-free or handheld — our [scanners](#) are purpose-built with the latest technology that captures any barcode in any condition. Purpose-built features include:

- 1D/2D barcode scanning
- Digimarc© barcode support for future-proofing
- Paper and mobile barcode capture
- Easily scan items of all shapes and sizes
- Durable, reliable performance



Mobile Printers

Improve productivity and enable mobile point of sale by equipping workers with the power to print receipts on-the-spot. Portable and easy to operate, our [mobile printers](#) allow associates to elevate the shopping experience by quickly processing payment wherever the customer is and whenever they're ready. Purpose-built features include:

- Lightweight and compact
- Quick, clear printing
- Bluetooth® and WLAN connectivity
- Backed by a full range of Zebra software
- Easy to operate and easy to manage



Handheld Mobile Computers & Tablets

Increase productivity and personalization, bust lines and prevent abandoned sales by finding products, accessing promotional information and processing payment at the point of decision. Our [handheld mobile computers](#) and [tablets](#) empower associates with applications and features that increase efficiency and enhance customer satisfaction. Purpose-built features include:

- Built-in 1D/2D barcode scanning
- Seamless, reliable Wi-Fi connectivity
- Intuitive user interface
- Long-lasting battery life
- Connects to an ecosystem of support, software and services

Software and Support

Software Management Tools

Ensure maximum uptime and peak performance with software management tools like [Remote Management](#) and [Battery Management](#).



Zebra OneCare Support Services

Protect your investment with [Zebra OneCare Support Services](#). Select the right service level for your business needs to help ensure that your point of sale solution of Zebra hardware and software operate at maximum uptime and peak performance. We offer battery maintenance and refresh support, technical and software support, and support for configuration and installation. We're with you every step of the way, which is why our services are made with you in mind — your workers, your workflows, your business.



Zebra OneCare Visibility Services

You can't manage what you can't see. [Zebra OneCare Visibility Services](#) provide operational insight that helps you maximize business performance, productivity and ROI. Through data-driven analytics, our services help to ensure your devices are available and working properly — empowering you to make data-driven decisions that impact your business. It also enables simplified integrated device management and monitors asset and health data across the entire ecosystem of your Zebra solution. Zebra OneCare Visibility Services helps you know every angle of your assets so you can optimize performance through predictive intelligence and easy data interpretation.



Purpose Built Features Include:

[Print DNA](#) transforms printers with business capabilities that enable high performance, remote management and easy integration.

[DataCapture DNA](#) simplifies scanning and imaging to maximize worker productivity and optimize operations.

[Mobility DNA](#) is a unique software ecosystem of business, productivity, management and development tools. It allows all point of sale devices to easily integrate into existing operations, which makes device management simple and secure. Tools like Simulscan and Swipe Assist equip associates with the power to capture data with swift accuracy that enhances customer satisfaction.

Learn more about how to build your tailored retail solution at www.zebra.com/retail



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