

Success at Hand: Equipping Frontline Workers with More Mobile Devices to Drive Revenue and Delight Customers



Top Barrier to Filling Unserviced Hands

35% 
Skill and Talent Shortage

Percentage of respondents who cited this as among their top barriers hindering the adoption of dedicated mobile devices

HOWEVER...

The need for extensive training is being mitigated by advancements in mobile device features and functions, such as AI (artificial intelligence) software that make their use more intuitive.



34% of US retail employees **do not** have mobile devices for their exclusive use: These are “**unserved hands**,” totaling **7.7 million employees**



Areas That Are Most Underserved by Mobile Devices

42% 
Store Operations





37% 
Merchandising

Percentage of respondents whose companies do not use mobile devices for these business functions

OPPORTUNITY:

By increasing their deployment of dedicated mobile devices across these underserved areas, retailers can improve operational efficiency and enhance customer satisfaction.

Workflows That Would Most Benefit from More Mobile Devices

<p>Customer Experience</p> <p></p> <p></p> <p>Integrate various payment methods</p> <p>+</p> <p></p> <p>Enhance the accuracy of price checks and product information</p>	<p>Store Operations</p> <p></p> <p></p> <p>Increase the efficiency of daily operational tasks</p> <p>+</p> <p></p> <p>Enhance communication between staff members</p>
---	--

Top Three Benefits of Equipping Employees with Mobile Devices

- 1** Improved employee satisfaction 
- 2** Improved operational efficiency 
- 3** Better customer satisfaction 

INSIGHT:

Equipping employees with mobile devices drives numerous benefits for the **customer experience**.

Visit coresight.com to download the full report

Base: 400 US retail business leaders
Source: Coresight Research