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Why Mobility is Important for Retailers

Posted on January 20, 2014 by Leon Bracey.



Over the past decade, eCommerce revolutionized the way consumers shop. With the development of smartphones and other mobile devices, the consumer is a lot more informed and savvy about shopping and comparing products. Retailers know that keeping customers satisfied is a challenge that must be constantly met. Having quick access to information needed to address customer inquiries is an important part of a successful retail strategy. Increasingly, this means delivering information to mobile devices. To respond quickly to customer inquiries and achieve a high level of satisfaction and support, employees must have real-time access to information. Here are a few reasons why enterprise mobility helps retailers operate more efficiently and keep their customers coming back.

Access to Information

With mobile devices, shoppers and employees alike are able to review product information, view warranties and check order and account statuses. Implementing a mobile app that will provide this information to customers quickly and efficiently. Customers are able to check order and account statuses, find out how many loyalty reward points they have, or see if their eligible for any increase in the limit of their store credit card.

Outreach

With the advent of mobile devices, retailers can reach out to their customers by sending text-message advertisements or exclusive apps for customers. Retailers have a direct way to interact with their target audiences to inform them about the latest products and influence their decision making. For sales reps, mobile devices can be used to gather data and send them texts/SMSes at the end of each day to find out what are the top selling products during a certain period of time or in a certain region. This can help retailers figure out what is the best mix of products to sell in a particular area, so they can stock more on-demand products for their customers.

Optimal Customer Service

Companies can implement mobile apps to keep customers informed from the initial order to final delivery, making customer service much faster and more efficient. Having real-time access to this type of information can make the process much faster for the customer and the retailer alike. If something goes wrong, retailers can use their own apps to see if a replacement product or part is quickly available to deliver to their customer. Having a quicker turnaround time in solving issues can help increase satisfaction and encourage repeat business for a retailer.

Back-office Operations

Day-to-day functions in customer service and retail can all be done on mobile devices. Some of these include creating and modifying invoices, entering customer info, planning routes, tracking deliveries, handling returns, order history, inventory, account adjustments, accessing product pricing, promotions, discounts, special offers and printing receipts can all be done on mobile devices.

With the competition in retail and the economic downturn, retailers have been looking for innovative solutions that are low-cost and flexible to reach their customers. Mobility solutions, when integrated with existing data, can play a role in enhancing the shopping experience for customers. Implementing mobile solutions will help customers and retailers alike to shorten the buying cycle and help them make informed decisions.

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