

# Supercharging Collaboration and Communication

Empowering Stores To Deliver  
Superior Results in Retail

## Supercharging Collaboration and Communication

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**Key Theme / Introductions**

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**KEY POINT 1:**  
Navigating Retail Pressures:  
Challenges and Solutions

**KEY POINT 2:**  
Communication Chaos

**KEY POINT 3:**  
Operational Complexity  
and Speedy Expectations

**KEY POINT 4:**  
Embracing Technological  
Adaptation

**KEY POINT 5:**  
Revolutionizing Customer  
Interaction With AI

---

**Summary**

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## Key Theme:

### Leveraging Technology To Empower Retail Operations.

In the evolving retail landscape of 2025, leveraging mobile collaboration and communication tools is crucial. These solutions optimize operations, enhance employee engagement, and provide seamless customer experiences, setting aside outdated blanket strategies for precise, technology-driven approaches tailored to frontline needs.

## Introductions:

### Moderator:



**Scott Benedict**  
BrainTrust Member,  
RetailWire

### Speakers:



**Stacy Craft**  
Senior Solution Consultant,  
Zebra Technologies



**Jim Musco**  
Industry Principal for Retail,  
Zebra Technologies



## Supercharging Collaboration and Communication

---

[Key Theme / Introductions](#)

---

KEY POINT 1:  
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Challenges and Solutions

KEY POINT 2:  
Communication Chaos

KEY POINT 3:  
Operational Complexity  
and Speedy Expectations

KEY POINT 4:  
Embracing Technological  
Adaptation

KEY POINT 5:  
Revolutionizing Customer  
Interaction With AI

---

[Summary](#)

---

[Learn More](#)

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 ZEBRA

## Supercharging Collaboration and Communication

---

Key Theme / Introductions

---

KEY POINT 1:  
Navigating Retail Pressures:  
Challenges and Solutions

KEY POINT 2:  
Communication Chaos

KEY POINT 3:  
Operational Complexity  
and Speedy Expectations

KEY POINT 4:  
Embracing Technological  
Adaptation

KEY POINT 5:  
Revolutionizing Customer  
Interaction With AI

---

Summary

---

Learn More

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### Recap:

In a recent RetailWire webinar, experts from Zebra Technologies explored how mobile collaboration tools are reshaping retail strategies. The focus was on adapting to new technological solutions to streamline store operations and engage frontline workers efficiently.

Today's retail landscape is defined by high consumer expectations. Retailers must utilize advanced communication tools to remain competitive by empowering frontline workers and optimizing workflows.

The pressure from increased consumer demands highlights the importance of investing in technologies for a more responsive retail environment.

"Consumers today expect more than just quality products. They demand exceptional customer experience and customer service." - **Scott Benedict**



### Zebra Technologies Solutions

Zebra Technologies is leading the way in retail solutions with advanced mobile tools that:

- **Enhance operational efficiency and store communication.**
- **Support frontline workers with AI-driven insights.**
- **Enable seamless integration with existing retail systems for improved customer service.**

## Supercharging Collaboration and Communication

KEY POINT 1:

### Navigating Retail Pressures: Challenges and Solutions

Retailers face growing pressures from managing multiple fulfillment options — buy online, pick up in-store, curbside pickup — and keeping frontline staff supported and engaged. These complexities impact efficiency and customer satisfaction and demand advanced communication tools.

"All those things combined just drive a great deal of pressure on the retailer to deliver against their brand promise and those frontline colleagues to be able to execute and deliver against all these tasks. Being connected and communicating is definitely one of the things that will help and matter, for certain." - Jim Musco

---

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---

KEY POINT 1:  
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Challenges and Solutions

KEY POINT 2:  
Communication Chaos

KEY POINT 3:  
Operational Complexity  
and Speedy Expectations

KEY POINT 4:  
Embracing Technological  
Adaptation

KEY POINT 5:  
Revolutionizing Customer  
Interaction With AI

---

Summary

---

Learn More

In collaboration with  
ZEBRA

## Supercharging Collaboration and Communication

Key Theme / Introductions

KEY POINT 1:  
Navigating Retail Pressures:  
Challenges and Solutions

KEY POINT 2:  
Communication Chaos

KEY POINT 3:  
Operational Complexity  
and Speedy Expectations

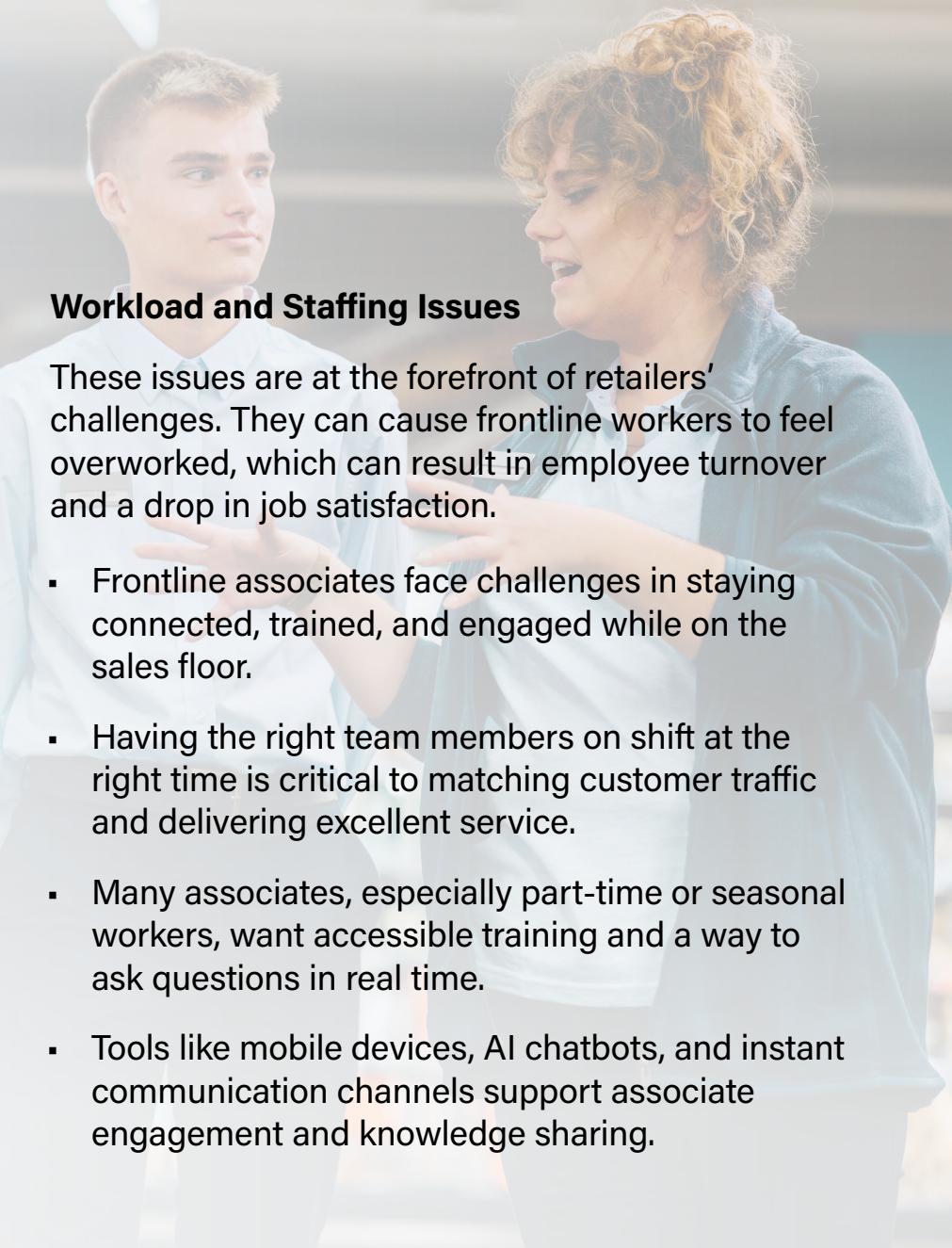
KEY POINT 4:  
Embracing Technological  
Adaptation

KEY POINT 5:  
Revolutionizing Customer  
Interaction With AI

Summary

Learn More

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"There's certainly a lot going on in the front house in front of the customer to support the brand promise right. You want to make sure that the colleague is present, that they're engaged, that they have the tools that they need to be able to support the customer experience and the brand promise. So you know every retailer wants to make sure that they deliver against all of those things... associates feel better when they have the tools to execute against the tasks that they have to get done." - Jim Musco

### Relevant Data Points:

**83%** of associates struggle to prioritize tasks due to the increasing complexity of their roles.

**85%** of associates agree that stores that leverage retail technology and mobile devices attract and retain more associates. That's up 7 points from 2022.

[Zebra Technologies 2024 17th Annual Global Shopper Study](#)

KEY POINT 2:

## Communication Chaos

Today's retail environment suffers from a patchwork of communication methods that create confusion and inefficiency. Store associates often juggle between personal devices, group texts, and paper notes, leading to missed updates and delayed responses, Craft noted. Management struggles to maintain consistent messaging across different shifts, while critical updates get lost in the noise of unstructured communication channels.

"These messages are on their personal devices because they just simply don't have the tools that they need. It's really disconnected, it's hard to track, and it's even harder to scale it across different shifts and multiple locations." - Stacy Craft

Craft, who had a retail background prior to Zebra, recalled traveling to a store recently with a district manager who said they did not know what had been communicated to the store, "and that really hit home," she said. "In today's fast-paced retail environment, it just doesn't cut it anymore."



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---

Key Theme / Introductions

---

KEY POINT 1:  
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Challenges and Solutions

KEY POINT 2:  
Communication Chaos

KEY POINT 3:  
Operational Complexity  
and Speedy Expectations

KEY POINT 4:  
Embracing Technological  
Adaptation

KEY POINT 5:  
Revolutionizing Customer  
Interaction With AI

---

Summary

---

Learn More

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KEY POINT 3:

## Operational Complexity and Speedy Expectations

The rise of omnichannel services such as buy online, pick up in-store (BOPIS), curbside pickup, and ship from store adds layers of complexity to store operations. The evolution of online shopping has significantly increased delivery speed expectations. For example, Musco highlighted how retailers now advertise "15-minute readiness for your order," illustrating how consumer demands have shifted from hours to minutes in a short amount of time.

"So just think about the complexity of what we're describing when we went to the pace of an email and the response to say, 'Yeah, I got your order yeah, I'm gonna pick it up,' to where we're at now, which is, 'Your order's ready in 15 minutes.' I mean, you couldn't get to the store that fast." - Jim Musco

Craft emphasized the importance of intuitive, easy-to-use solutions as retailers invest in technology for store associates. She predicted a major shift toward simplifying operations and increasing transparency across locations, allowing leaders to move from reactive problem-solving to proactive issue management — in some cases, even identifying and addressing challenges before they arise.

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---

Key Theme / Introductions

---

KEY POINT 1:  
Navigating Retail Pressures:  
Challenges and Solutions

KEY POINT 2:  
Communication Chaos

KEY POINT 3:  
Operational Complexity  
and Speedy Expectations

KEY POINT 4:  
Embracing Technological  
Adaptation

KEY POINT 5:  
Revolutionizing Customer  
Interaction With AI

---

Summary

---

Learn More

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KEY POINT 4:

### Embracing Technological Adaptation

Retailers that invest in integrated mobile communication solutions see measurable improvements in frontline performance and customer experience.

For instance, Zebra's solutions support real-time task updates, AI insights, and hierarchical communication, which help reduce errors and increase employee engagement.



Key Theme / Introductions

KEY POINT 1:  
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Challenges and Solutions

KEY POINT 2:  
Communication Chaos

KEY POINT 3:  
Operational Complexity  
and Speedy Expectations

KEY POINT 4:  
Embracing Technological  
Adaptation

KEY POINT 5:  
Revolutionizing Customer  
Interaction With AI

Summary

Learn More

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KEY POINT 5:

## Revolutionizing Customer Interaction With AI

AI fundamentally changes how associates interact with customers. By providing quick access to information and personalized recommendations, AI tools are indispensable for meeting customer expectations in real time.

AI-driven tools can help associates quickly **recommend products**, **provide detailed product information**, and **execute tasks** more efficiently. For example, AI can assist staff in suggesting private-label items like baby diapers or fragrances, drastically reducing training time and boosting in-store sales.

"Unless you know every fragrance on that wall, you're not going to know, but if I had a little bug in my ear like, 'Hey, you know, suggest X, Y, and Z,' it would have made our lives a lot easier." - Stacy Craft



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---

Key Theme / Introductions

---

KEY POINT 1:  
Navigating Retail Pressures:  
Challenges and Solutions

KEY POINT 2:  
Communication Chaos

KEY POINT 3:  
Operational Complexity  
and Speedy Expectations

KEY POINT 4:  
Embracing Technological  
Adaptation

KEY POINT 5:  
Revolutionizing Customer  
Interaction With AI

---

Summary

---

Learn More

In collaboration with  
 ZEBRA

## Supercharging Collaboration and Communication

---

### Key Theme / Introductions

---

KEY POINT 1:  
Navigating Retail Pressures:  
Challenges and Solutions

KEY POINT 2:  
Communication Chaos

KEY POINT 3:  
Operational Complexity  
and Speedy Expectations

KEY POINT 4:  
Embracing Technological  
Adaptation

KEY POINT 5:  
Revolutionizing Customer  
Interaction With AI

---

### Summary

---

### Learn More

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## Summary

The retail industry in 2025 is driven by **technology** and an **enhanced focus** on the **customer experience**. Retailers must adopt **agile, technology-oriented strategies** that empower employees and meet rising consumer expectations.

Success depends on deploying data-driven solutions and equipping frontline associates with the right tools to achieve operational excellence and deliver customer satisfaction.





**Produced by:** RetailWire

**Author:** Carl Corry

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---

**Key Theme / Introductions**

---

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Challenges and Solutions

**KEY POINT 2:**  
Communication Chaos

**KEY POINT 3:**  
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and Speedy Expectations

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Adaptation

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Interaction With AI

---

**Summary**

---

**Learn More**

In collaboration with  
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