

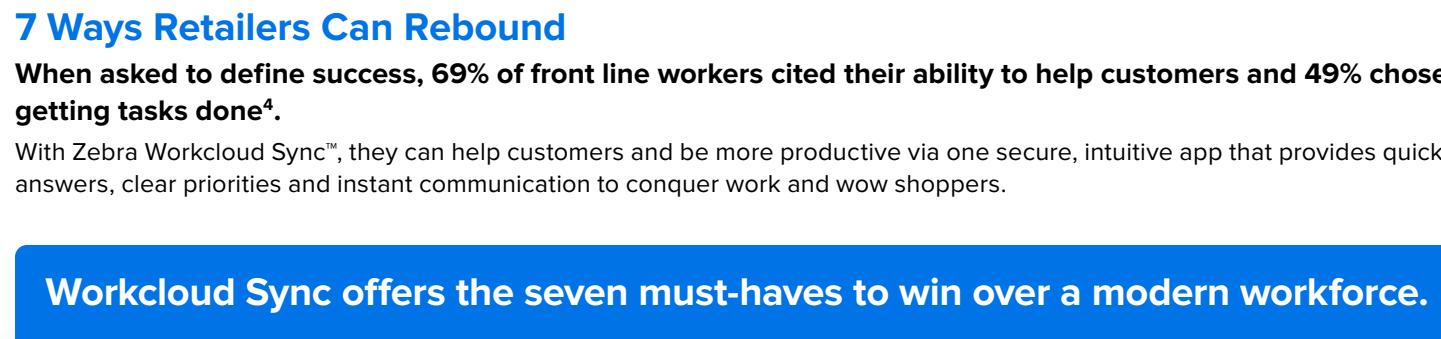


# How to Retain Your Front-Line and Your Customers

Discover why unified collaboration is the key to satisfying workers and shoppers

## What Frays Your Front Line?

You spend weeks finding new store associates and managers only to deal with high turnover. This revolving door of frontline workers can weaken your customer service and significantly strain your existing workforce. Retail employees are stretched thin as it is, covering labor gaps and keeping pace with omnichannel demands. To make matters worse, they struggle with a lack of modern tools, fractured communication and a deluge of disorganized tasks—which is among their top reasons for quitting.



## 7 Ways Retailers Can Rebound

When asked to define success, 69% of front line workers cited their ability to help customers and 49% chose getting tasks done<sup>4</sup>.

With Zebra Workcloud Sync™, they can help customers and be more productive via one secure, intuitive app that provides quick answers, clear priorities and instant communication to conquer work and wow shoppers.

Workcloud Sync offers the seven must-haves to win over a modern workforce.



### Simplify Work

Offer associates and managers modern collaboration and execution tools

### Foster Collaboration

Help workers help each other through instant voice/video calling, push to talk, PBX calling, multimedia messaging and forums

### Replace Multiple Devices

Let one robust app free workers from the burden of using multiple devices

### Protect Workers

Prioritize safety with location tracking and emergency communication

### Minimize Training Time

Reduce friction with a familiar and friendly UI

### Find Answers and People Fast

Locate workers in real time on a map and quickly access backend data systems

### Clarify and Automate Priorities

Save everyone time with personalized to-do lists, automated tracking and two-way dialogue for clarification

Invest in Your Front Line and They'll Invest in You

### 20% More Competitive

Companies with satisfied employees outperform their competition by 20%<sup>5</sup>

### 4x More Engaged

Employees who believe that their organization genuinely cares about their experience and well-being are four times more likely to feel motivated to work<sup>5</sup>

## Remove the Friction Points that Frustrate Workers

Let us show you how Workcloud Sync can elevate your workforce retention rates and results. Based on decades of real-world retail experience, Workcloud Sync offers the next generation of front-line collaboration. Workcloud Sync offers the next

Push-to-talk  
Location services  
Voice/video calling  
Forums  
Multimedia chat  
To-Dos  
And more on a single, secure application.

Connect today >