

# The Mobile Revolution Has Left the Frontline Behind

## 77%

of consumers have used their smartphone in stores to shop.\*

Customers have many questions in-aisle.

## 2/3

of them will check inventory availability on their smartphones.\*



## Why Not Just Ask an Associate?

The Frontline team typically relies on walkie-talkies and a limited distribution of handhelds constraining their ability to access information and assist customers quickly and knowledgeably.

## Only 14% are connected\*

When associates aren't connected, they can't help answer customer questions... and that leads to a poor customer experience.



Associates leave the customer waiting while they walk away to get help.

Store associates often guess the answer.

Associates drag the customer all around a store as they look for the answer.

## How Theatro is Solving Communication Gaps

Theatro is revolutionizing the industry with a new mobile communication platform that intelligently connects your entire hourly workforce to create One Team across the enterprise. Compare the communications solutions on the market today. Theatro is the clear winner!



While top retailers have recognized the value of having a connected team, the pandemic has amplified the need and sense of urgency across the industry to solve the critical pain points from the massive communication gap at the frontline including:



Productivity with tight labor budgets



Enterprise-wide alignment & change management



Customer experience with changing customer demands

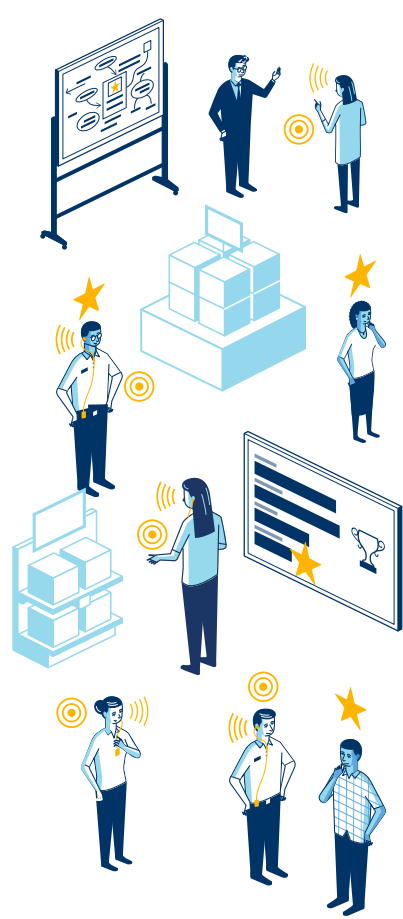


Agility with new process and service implementation



Employee Engagement

## With no screens to distract or hamper productivity, Theatro's mobile communication platform brings it all together:



### 1 INCREASES SALES

Theatro drove a **7%** lift in loyalty registration for a leading home goods retailer and incremental gain of **\$87mm** annually.

### 2 DRIVES PRODUCTIVITY

Conversational interfaces are **3X** more productive than visual. Employees saved **12%** time with improved communication and reduced **83%** of ear chatter.

### 3 ELEVATES EMPLOYEES

**91%** of employees agree that Theatro helps them serve customers better.

### 4 IMPROVES SERVICE

Employees response time improved **77%**. Faster response leads to less abandonment and happier customers.

## Retail's Best Create One Team

Theatro's voice-controlled mobile communication platform connects each employee to the information they need to answer any customer question, right from day one.

If you are looking for a solution to connect your frontline and create OneTeam across your organization to unlock productivity and empower your team to deliver on customer satisfaction – let's talk. We would love to share how retail's best are benefiting from Theatro's innovation. Click here to contact us:

[Book a Demo](#)