Theatro

Frictionless Omnichannel Execution

Achieve BOPIS Perfection

Retailers are investing heavily in omnichannel initiatives to gain a competitive advantage, to thwart the advances of eCommerce pure plays, and to meet the ever rising expectations of customers. While leading retailers have focused on connecting enterprise systems to expose and fulfill inventory from any location, many still have significant challenges with in-store execution, including:

## Inefficient Associate Pick Processes & Tools

Associates are not offered the proper tools to receive, process, and fulfill BOPIS orders in an efficient way. Many retailers relegate an associate to a terminal solely to watch for new store fulfillment orders being received. Inefficient processes cause labor to be wasted.

Poor BOPIS Pick-Up Experience

The BOPIS customer experience suffers as retailers force customers to wait in long customer service lines to pick up an order they already paid for. Often it's faster just to go to the aisle and buy a product off the shelf. BOPIS customers are being penalized.
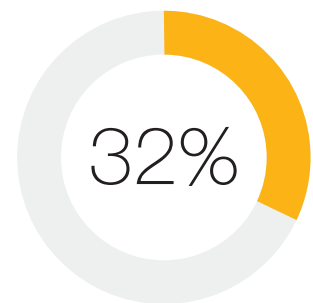
Missing In-Aisle Product Recommendations

Retailers have not optimized their processes to provide product recommendations, especially for customers who are visiting to pick up their BOPIS orders. Engagement opportunities are squandered.
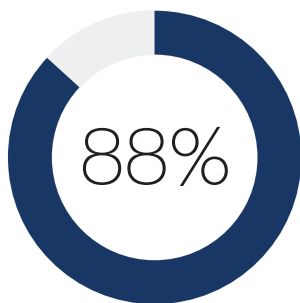
88%
Of The Top 100 Retailers Have Adopted BOPIS
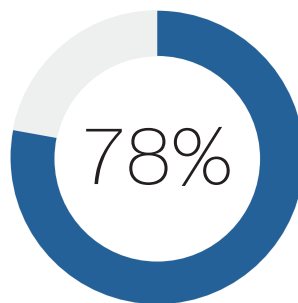
78%
Of Consumers Have Used BOPIS In The Past 6 Months

32%
Of Consumers Describe The BOPIS Process As "Smooth"

Remove The Friction From Omnichannel Execution

Theatro removes the friction of omnichannel shopping by integrating with existing enterprise systems, delivering the right information to the associate on the sales floor where it matters the most. Our solution offers retailers:

Real-Time Pick Alerts

Assign pick tasks from your OMS to the right associates at the right time, without having to check a terminal or stop work to log-on to a mobile app.

Product Recommendations

Deliver personalized product upsell and cross-sell guidance to associates discretely in-ear and in-aisle. Improve BOPIS attachment rates and impress customers with relevant and engaging experiences.

Frictionless Customer Pick-Up

Never ask customers to wait in line to receive their BOPIS order again. Anticipate the arrival of your customers with integration into location apps. Robust analytics track and measure performance to ensure associates are rapidly delivering BOPIS orders to customers.

Price & Inventory Visibility

No more hunting for a scanner or dragging a customer to a terminal to check inventory or prices. Theatro seamlessly integrates with existing inventory systems to allow associates to check inventory or pricing, in any location, at the speed of thought.

> **"** I would absolutely recommend Theatro to others and frankly I would question [retail] executive leaders that are not seriously considering them. **"**

John Thrailkill
EVP IT & Business Development at
The Container Store

Theatro

Theatro Produces Results

Theatro delivers the mobile revolution to millions of hourly employees.

Our mobile IoT platform gives every hourly employee immediate access to critical enterprise software applications and our own suite of Workforce Optimized Apps from our Intelligent Assistant. We deliver this information via our Communicator, a voice-controlled IoT mobile computer.

Grows Loyalty

Theatro drove a **7%** lift in loyalty registration for a leading home goods retailer. Incremental gain of **$87m annually**.

Drives Productivity

Reduced **83%** of ear chatter. Employees saved **12%** of time with improved communication

Elevates Associates

91% of associates agree that Theatro helps them serve customers better. **53%** strongly agree.

Improves Service

Associate response time improved **77%**. Faster response at the register leads to less abandonment and happier customers.

Theatro at a Glance:

50,000
Connected associates

500
Stores

8x
Annual Growth Rate

Select Customers:

Cabela's — WORLD'S FOREMOST OUTFITTER

The Container Store®

Neiman Marcus

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