

# The Mobile Revolution Has Left the Hourly Employee Behind

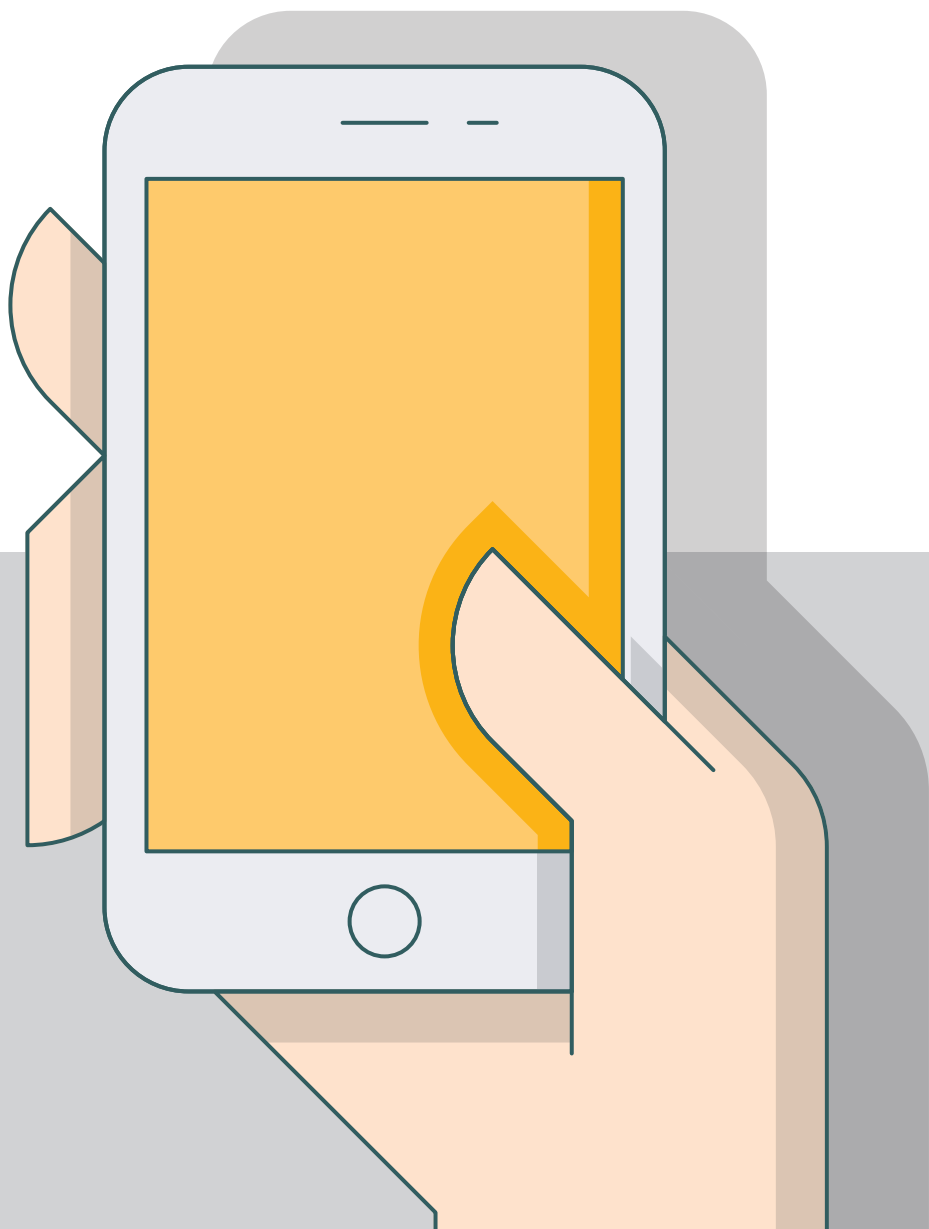
77%

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?



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.

Because only 14% are connected.\*

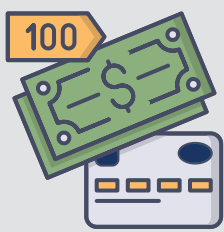
When associates aren't connected, they can't help answer customer questions... and that leads to a poor customer experience.

\*Sources: [www.theatro.com/ideas-and-insights/mobile-revolution-infographic](http://www.theatro.com/ideas-and-insights/mobile-revolution-infographic)

## Retail Winners Connect Their Employees

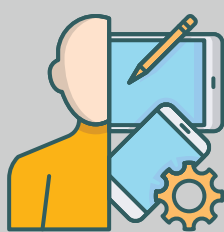
Theatro's voice-controlled mobile communication platform turns every employee into an expert. We connect each employee to the information they need to answer any customer question, right from day one.

## USING THEATRO, YOU WILL



### Increase Sales

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



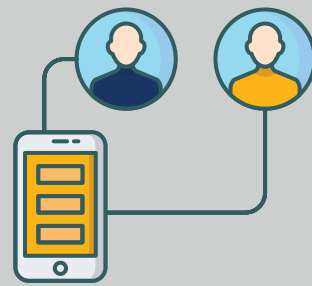
### Drive Productivity

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



### Elevate Associates

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



### Improve Service

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

Empower associates, increase productivity, and improve the customer experience with Theatro's voice controlled mobile communication platform.

Learn more today at [Theatro.com](http://Theatro.com)