



Frictionless Omnichannel Execution



Poor Omnichannel Execution Ruins Profitability

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:

Picking

Today's omnichannel tools to receive, process, and fulfill BOPIS and ship from store orders are incredibly inefficient. In fact, many retailers lack real-time notifications of orders and rely on walking to a terminal to manually check.

Inefficient processes cause labor to be wasted.

Fulfillment

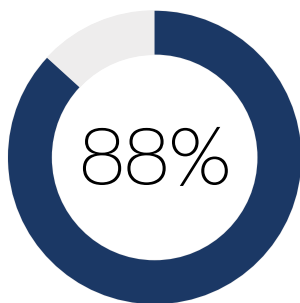
The BOPIS customer experience suffers as retailers force customers to wait in long customer service lines to pick up an order they already paid for. Often it's faster just to go to the aisle and buy a product off the shelf.

Your BOPIS customers are being penalized.

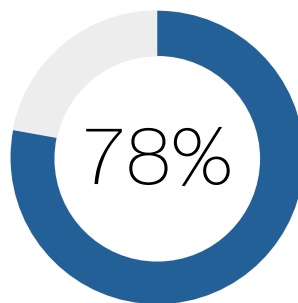
Substitutions & Upsells

Retailers have not optimized their processes to provide product recommendations or substitutions in real-time. Associates typically need to walk and find a terminal or scanner before providing a solution to the customer.

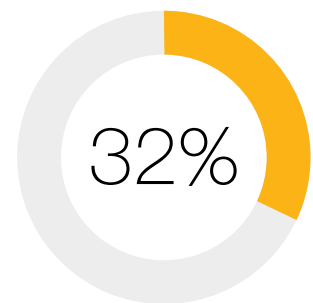
Engagement opportunities are squandered.



Of The Top 100
Retailers Have
Adopted BOPIS



Of Consumers Have
Used BOPIS In The
Past 6 Months



Of Consumers
Describe The BOPIS
Process As "Smooth"

Frictionless Omnichannel Execution Is A Reality



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. Your labor becomes more agile and efficient.

Product Recommendations & Substitutions

Improve BOPIS attachment rates by delivering personalized product upsell and cross-sell guidance to associates discretely in-ear and in-aisle. Impress customers with relevant and frictionless experiences.

Customer Arrival Notifications

Never ask customers to wait in line to receive their BOPIS order again. The right associates are notified in-ear when customers arrive. Robust analytics track and measure performance to ensure associates are rapidly delivering BOPIS orders to customers.

Price & Inventory Lookup

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 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.



Increases Sales

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.



Improves Service

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

Select Customers:



The Container Store®

Neiman Marcus