



# Connect Your Customers to Product Experts Instantly with Theatro

A case study by **pointb**

## The Challenge

In many retail settings, there are departments and areas of the store where experts are employed with specialized knowledge to engage customers in an experienced manner. They are recognized as experts and become trusted advisors to the customer to drive the sale or satisfactorily handle the customer inquiries. Often, the challenge for customers...and new associates...is finding the expert in the store. Retailers have to account for the time it takes for

an associate to find the expert in their labor models which drives up store operation costs. Theatro provides the mechanism to more quickly find the expert while keeping the customer engaged, which reduces the customer frustration or worse a decision to leave the store.

## Product Experts At The Speed Of Thought

Theatro's voice-controlled mobile app platform provides the optimal method for associates to communicate with each other and with product experts in the store. In the situation where a customer can't locate the expert, any associate will be able to locate the expert without taking the customers on a journey across the store to find the expert. Theatro provides the immediate means for the generalist to locate the specialist and for them to communicate on the best way to connect with the customer.

As the in-store customer experience continues to differentiate retailers in the minds of customers, Theatro has not only reduced the labor time needed for finding and engaging with product experts. The solution improves the customer experience by providing expert guidance quickly, and improves the associate experience by empowering them to meet the needs of customers. In addition, the follow on loyalty effect of having an easy and enjoyable shopping experience leads to long term financial improvements for the retailers.

## The following benefits were identified and measured during this assessment:



Reduced labor costs by eliminating extra labor traditionally needed to find product experts on behalf of customers.



Customers become more loyal as speed of service increases. The associate is again seen as adding value to the customer, and the customer gets the information they need quickly.



Associates are able to repurpose time savings to engaging with customers on the sales floor, rather than walking the store looking for a product expert to help.

## Seeing the Results

Store labor models account for the time associates spend getting customers to the expert or key associate. In our review of labor models, as much as 8% can be allocated to activities that involve getting customers to their desired associate and location in the store. Both the specialist and generalist lose time in these situations, and the customer is forced to wait to get their answer. Teatro allows for labor planners to reduce the time allocated for a non-productive task such as tracking down the product expert. Additionally, the time that is saved can now be repurposed to selling or other customer facing activities.

The additional time can make a positive impact on average units per transaction, conversion and other key store metrics that generate revenue.

Customers are loyal to stores that treat them in a more personalized way than the competition. With Teatro, the ability to connect customers with the informed associate they initially sought when entering the store creates a lasting impression of competence and that the customer is valued. Most loyalty surveys reinforce that customers will become repeat buyers when they have good experiences in the store.

# \$4.5m

Reduction in labor costs

# 9%

Reclaimed associate time

# \$6.6m

Incremental sales due to repurposed labor