

# RETAIL COMMUNICATIONS AT A DISTANCE



Internal communication is critical no matter what business you're in, but amid the current health crisis retailers are looking for better ways to carry out common communication tasks.

## SITUATION

Retailers are now having to adjust to social distancing guidelines and the need to keep their workforce safe while their in-store associates accomplish critical tasks.

Retailers often run into communication problems due to a lack of infrastructure. Modern communication has shifted away from email and towards channels such as instant messaging, yet retailers are still reliant on email to disperse communications between their corporate location to their in-store environment<sup>1</sup>.

Some retailers have reverted to walkie talkies, but those don't support mobile apps, can be distracting and have distance restrictions. Other retailers allow employees to bring their own device, which has its own limitations regarding data retention, privacy concerns and security issues<sup>2</sup>.

1. <https://footwearnews.com/2019/business/retail/software-groupe-io-communication-holiday-employees-1202879827>

2. <https://www.retailzipline.com/blog/the-byod-deep-dive>

3. Honeywell Time Study

## SOLUTION

Retailers that deploy unified communication platforms see up to a 10% increase in employee productivity and up to 25% decrease in training time<sup>3</sup>.

Store associates can comply with social distancing guidelines by altering how they perform daily tasks. This can be simplified with Honeywell's Smart Talk, a unified communications platform. Let's dive into some common in-store situations:

### Daily Store Huddle

**Before:** The store manager would pull all employees into a group huddle to review daily objectives.

**Challenge:** Due to the current health situation, this daily huddle would force associates to be closer than the 6 feet (2 meters) social distancing recommendations. Staggered shifts can also leave some associates out of the most up-to-date communication.

**Honeywell Smart Talk Feature:** A pre-recorded message can be saved by the manager and listened to at the start of each shift when a device-enabled associate

logs on. This avoids forming large groups of people and allows all device-enabled associates, regardless of their shift, to receive the message. Backend analytics can ensure associate compliance.

### Delivering Essential Training

**Before:** An associate is unsure of how to perform a task, so they go in search of another associate who can assist them.

**Challenge:** The store associate must abandon their designated zone and risk violating the social distancing recommendations.

**Honeywell Smart Talk Feature:** An associate sends a group IM to all device-enabled associates and asks, "Who knows how to do task X?". Another employee responds via IM confirming they can help, and then launches a 1:1 voice call to relay instructions. This allows the associate to remain in their zone, saves them time and preserves the distancing recommendations.

# Honeywell



CT40 Mobile Computer with  
Honeywell Smart Talk

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## MORE ABOUT HONEYWELL SMART TALK

Honeywell Smart Talk is a unified communications solution that can be added to the Honeywell CT40 Mobile Computer or to most types of mobile devices associates already carry. Device-enabled associates are always connected and able to access critical information from company headquarters, on the sales floor, or in the backroom. It minimizes contact as they continue to maintain a safe distance between others, while keeping their focus on meeting shopper needs.

The Honeywell CT40 Mobile Computer uses 4G LTE wireless, Wi-Fi, and IP-based business communications. CT40 is built on the Mobility Edge™ Platform, ensuring customer data is protected and secure regardless of whether the retailer utilizes cellular or Wi-Fi.

Honeywell's lineup of retail solutions including mobile computers and software allows for retail associates to stay connected regardless of where they are located. Associates that are empowered with constant and instant

connection, can deliver exceptional shopper experiences while minimizing contact. Whether the retailer has enterprise-grade mobility devices or utilizes a bring your own device policy, Honeywell Smart Talk can integrate easily into their existing IT investments.

## GET MORE LIFE FROM MOBILE TECHNOLOGY

Experience the power of Mobility Edge – Honeywell's unified mobile computing platform designed for faster deployments, optimized business performance, longer lifecycle and stronger security. It's the industry's only platform built for upgrades all the way through Android R.

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