

PRODUCE PROFIT



How to Mobilize Your Retail Stores with
Associate-Facing Technology that Drives
Efficiency and Captures Revenue

There's Revenue Hiding All Over Your Retail Space

Shine a light on five areas where you can **PRODUCE PROFIT** in your operation by using **Definitive Technology Group mobile workstations.**



HIDING SPOT #1

The Checkout Line

In many retail environments, long lines at the checkout occur daily, and cost the retailer dearly. In fact, one large discount retailer lost \$80 million last year from shopping cart abandonment alone.¹

Scalable solutions don't typically come from creating self-checkout areas, or from adding temporary front-store staff. Instead, DTG has developed a workstation solution that allows retailers to increase the number of temporary cash registers during regular business hours or special events — improving throughput and capturing sales on everything that's in their customers' shopping carts.

HIDING SPOT #2

Online Order Fulfillment

The faster your Sales Associates can complete a transaction, the better. Yet many retailers still have their Associates print online orders at the front of the store, walk to the back of the store, pack the boxes and add the shipping labels. This is highly inefficient and very costly.

As most retail spaces shift from strictly Point of Sale to include online fulfillment, processes must change — and DTG workstations are the way to do it. In fact, a myriad of retailers are using these "Virtual Sales Associates" to more than double the number of online orders fulfilled per shift.²

HIDING SPOT #3

Markdowns & Inventory Counts

In larger retail operations, Sales Associates dread markdowns, relabeling and physical inventory counts. Often times they take too long and are hindered by scanner or printer issues — namely, battery failures from not being charged overnight.

"I want to call out every time our manager makes us do inventory. I have nightmares of my scan gun dying all the time."

Sales Associate
Definitive Research Study, 2017

Definitive mobile workstations can be configured with hot-swappable batteries so that your system and your team can work 24/7, if need be. Plus, in environments where scanner batteries need to be quickly recharged, DTG workstations can recharge several batteries simultaneously.

8 MINUTES

The average time you have to get store customers through your checkout line before they abandon their cart.³

HIDING SPOT #4

Your Store Managers

When your Store Managers exit the sales floor, it can have a negative impact on every part of the operation. Yet Managers have to head back to their office frequently to review sales dashboards and respond to emails. Or do they?

Borrowing from concepts it has proven in the healthcare space, DTG offers a retail workstation that can include a computer and monitor — giving your Store Managers the ability to perform managerial and office tasks without having to exit the sales floor.

HIDING SPOT #5

Retail VIP Programs

As ecommerce forces a shift in retail strategies, brick-and-mortar salespeople are having to find new ways to connect with customers in person. One popular way is through VIP or benefits programs that feature perks that can only be accessed in-store.

To seize more opportunities, retailers are using Definitive Technology Group POS workstations to create dedicated or temporary VIP areas — complete with real-time technology and full transactional capabilities. By combining store computers with the workstations, many retailers are pulling up customer profile data to offer matching accessories or related products when that customer enters their VIP area.

“Now I can oversee the entire sales team and do my back office responsibilities...without setting foot in my back office.”

Retail Manager
Definitive Research Study, 2017



THE BOTTOM LINE
Definitive Technology Group
workstations **PRODUCE**
PROFIT that generates a full
ROI in less than 6 months.⁴



**A single workstation can be configured to address one hiding spot.
And then, it can be reconfigured to address another hiding spot.**

Your Top Producers Aren't Always People. They're Mobile Systems by DTG. And Boy, Can They PRODUCE PROFIT.



About Definitive Technology Group

Definitive Technology Group is one of the fastest growing companies in the U.S. and has become the new standard in mobile workstation technology for retail and fulfillment operations. DTG carts and battery systems serve as “Virtual Workers” who not only save operational time but also PRODUCE PROFIT. A single workstation can be configured as an additional cash register, picker and packer, label printer and mobile sales kiosk. Workhorses in the front and back of your retail space, consider the DTG workstations your new Employees of the Year.

**Ready to Produce Profit?
Contact DTG today!**



Powerful Solutions. Proven ROI.

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