

ZONES™

Improve the
Retail Experience
with Zones
and Apple



Consider **IT** done.

A challenging climate for retail businesses

It's not easy running a retail business in the modern era. It can be hard to motivate consumers to show up to a brick-and-mortar store environment, and harder still to earn their loyalty so they'll keep coming back again and again.

And then there are the challenges on the employee side. It's a struggle to find and retain top talent. People are always going to look for better job opportunities if they're unhappy in their current roles – and that means business leaders have to do everything in their power to keep employee morale high on a consistent basis.

It's interesting to think about the role technology can play in that process. At Zones, we've seen time and time again that employee satisfaction increases when people can use devices they're familiar with and love. So today, let's explore how Apple® devices – and iPad® in particular – can help with training enablement, increase business efficiency, drive customer loyalty, and ultimately make the workforce happier.



Understanding the latest retail trends

Before we dive right into the technology, let's first discuss some of the underlying trends that are driving change in the retail industry.

Take a quick look at the business in recent years, and you'll notice a number of developments that have come out of nowhere in just the last few years...

- **Connected shoppers:** Today's consumers spend just as much time online as they do in stores – if not more. That's why successful retailers are finding ways to offer integrated experiences to shoppers, combining e-commerce with the brick-and-mortar side seamlessly.
- **The rise of personalization:** Retailers are increasingly finding ways to use customer data to deliver a customized shopping experience. By creating personal profiles for every shopper, retailers can offer people personalized offers, discounts, and deals that will appeal to their specific consumer tastes.

- **An increase in self-service:** Businesses are finding new ways to expedite the shopping experience, such as scan-and-go technology, mobile payments, and augmented reality (AR). In so doing, they help customers to help themselves, thus making everyone's life easier.
- **Challenges with employee turnover:** Retail isn't just changing on the consumer side. For employees, too, there are questions about how to make the experience more pleasant, and how technology can help. Think about training, enablement, skill development, and more.

To face all of these challenges and more, adopting the right IT solutions can go a long way. And that's where Apple is ready to lend a helping hand.



A difference-maker in retail

When it comes to revolutionizing retail technology, there's no one in the space quite like Apple. With hundreds of retail point of sale (POS) solutions in circulation around the world, serving more than a million customers a day, Apple has proven to be a titan of the retail industry.



In particular, iPad can be transformative for the modern retail business. Here's a look at what store and branch locations stand to gain from implementing iPad...

- **A cohesive hardware ecosystem:** With a wide range of simple and easy devices, Apple is the best choice for retailers looking to simplify their IT environment.
- **Powerful hardware:** Apple products allow for both amazing performance and security. On-device machine learning, the world's largest AR platform, cutting-edge cameras and microphones, GPS... the list goes on.
- **A robust partner ecosystem:** A wide range of global strategic partners, industry-specific mobility partners, and accessory partners all help make Apple an industry leader.
- **Comprehensive customer service:** For retailers looking to elevate the customer experience, Apple offers many customer-friendly services such as Apple Pay®, Apple Music® for Business, and Business Chat.

For all of these reasons and more, retail organizations all over the world are readily adopting Apple devices, iOS, and iPadOS®. Because when you deliver a great experience for employees and customers alike, good things inevitably follow.



The Apple Advantage

It's clear that retail organizations need to take aggressive steps to keep themselves viable.

The shift in consumer demands happened way before COVID-19. From 2017 to 2020, store closures and bankruptcies kept rising, causing many problems for brick-and-mortar retailers. But with time, retailers grew smarter as the focus shifted towards creating an omnichannel strategy - that's both digital and in-store. Today, the retail environment demands an experience that recognizes consumer behavior, builds an emotional connection with the brand, and blurs the line between in-person and online shopping.

Luckily, that's exactly what Apple delivers. Research has consistently shown that mobile POS solutions built on Apple products can consistently shorten checkout lines and reduce crowds in retail environments. Mobile POS solutions, equipped with contactless payment features, can also help ease the safety concerns of customers who are reluctant to hand a credit card to a salesperson.

These are challenging times in retail - but with Apple on your side, you can find an entirely new lease on life. A brighter future begins with better and more efficient storefront technology.



Improve the Retail Experience with Apple and Zones

About Apple and Zones

When you're ready to supercharge your retail business, there's no better partnership to work with than Zones and Apple. Apple delivers world-class IT solutions that drive efficiency and increase employee satisfaction – and at Zones, we have a vast suite of Apple Managed Services designed to make life easier for all your Apple users.

We have a capable Service Desk that can serve as the single point of IT contact for your end users. We've optimized our team for Apple with certified professionals who are ready to support your users quickly. They can handle everything from managing routine activities to resolving problems to coordinating with AppleCare on Mac and iOS hardware-related issues.

To discover how the dream team of Zones and Apple can drive results for your business, don't wait get in touch with an Account Manager today.

To get started, contact a Zones Account Manager today.

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