

## Retail Brief

# Voice Productivity for Mobile Retail Store Operations



“...what voice productivity has achieved in warehouse operations is now powering in-store retail workforces...speeding customer service, increasing accuracy and cutting operational costs...”

**AccuSpeech** *Mobile*  
A Vanguard Voice Systems Company

# Voice Productivity for Retail

Voice productivity has reached beyond the warehouse and into retail store operations. Excellence in warehouse and retail operations is challenged by many of the same factors. Speed, accuracy, customer satisfaction and workforce productivity are common factors that help determine profitability in both environments.

Using AccuSpeechMobile, Cabela's World's Foremost Outfitters has extended to its retail stores, the voice productivity it has achieved in its Omni-Channel operations at its four national distribution centers.

The mobile architecture and the flexibility of AccuSpeechMobile has allowed the Cabela's distribution team to extend voice productivity to mobile Manhattan Associates order fulfilment and inventory applications supporting Omni-Channel operations at the company's retail stores.

What voice productivity is achieving at distribution and warehouses operations is now empowering retail workforces – speeding customer service, increasing accuracy and cutting operational costs.

**“...what voice productivity has achieved in warehouse operations is now powering in-store retail workforces...speeding customer service and satisfaction, increasing accuracy and cutting operational costs...”**

**“AccuSpeechMobile is unlike any solution we’ve seen. Twelve voice-enabled apps are already powering our Omni-Channel National DCs plus our Retail Stores -- Take a look at AccuSpeechMobile. It might surprise you.”**

Kevin Thompson  
Sr. Business Process Improvement Manager  
Cabela's Outfitters



- Multi-Channel Order Fulfilment
- Walk-In Retail
  - e-Commerce
  - Catalogue
  - Customer Services

Cabela's Outfitter is deploying to retail stores voice-powered “pick, pack and ship” applications for Omni-Channel order fulfilment satisfying customer orders from e-Commerce, retail walk-in traffic, catalogue and customer service channels. Inventory accuracy is improved with voice-enabled cycle counting.

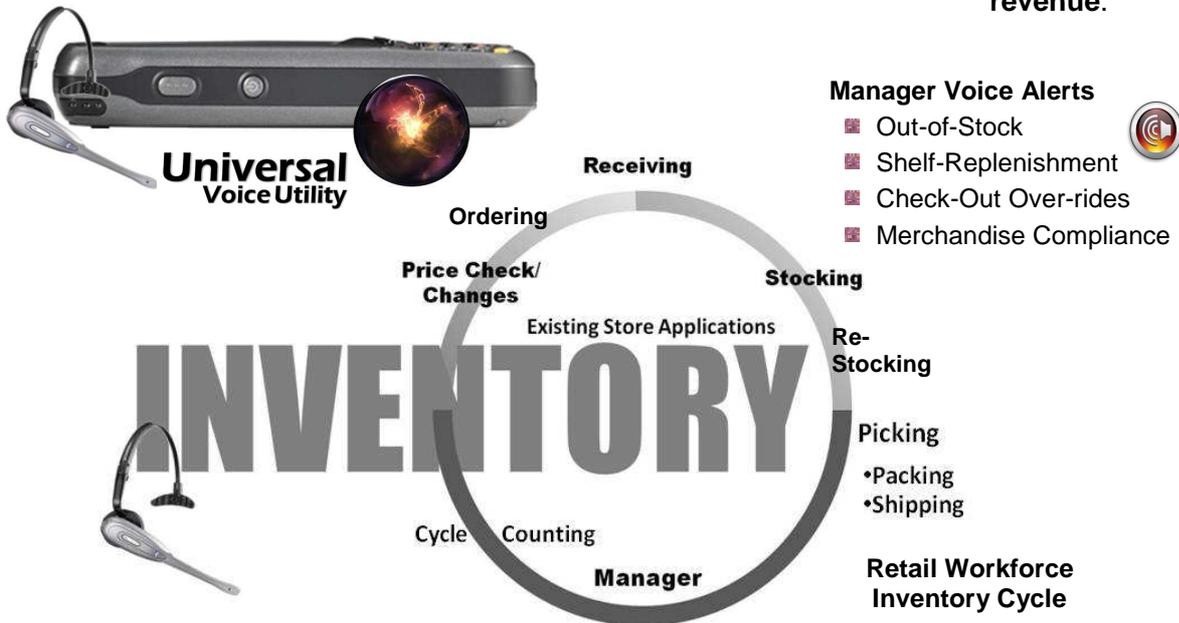


# Accuracy & Speed for Inventory Excellence

## Increase Inventory Control, Fast Stocking, More Accuracy

Retail personnel receiving and stocking arriving inventory and working the floor stocking shelves are challenged with a series of manual and visually dependent tasks, accurately executed to ensure fully stock shelves for customers. Voice control over your existing mobile inventory applications, means substantial cost savings through increased workforce productivity *and* increased sales. Voice makes additional and more frequent inventory counts possible with the same personnel. Improved inventory control translates into increased order accuracy a reduction in lost sales, product availability, customer satisfaction and increased retail revenue.

**“Voice control over your inventory apps makes it possible to reduce retail losses by improving inventory availability. Voice enables more frequent, more accurate counts... improved order accuracy, product availability, reductions in lost sales, and increased retail revenue.”**



## Management Voice Alerts Merchandise Compliance

Based on the analytics and inventory monitoring built into your applications, 'if/then' voice programming is easily provided on manager devices to provide **OOS voice alerts**, wherever the manager is located, should any product quantity fall below any preset levels, enabling appropriate actions to remedy the stocking or inventory problem. A variety **management voice alerts** can be provided for any status requirement that can ensure fast management response. **Merchandise and plan-o-gram compliance** cycles can be lengthy and error prone particularly with paper-dependent systems or mobile keyboard interfaces. Voice enabling these systems can permit the retail worker to interact quickly allowing fast visual inspection and voice confirmations, errors or product/quantity deficiencies.

# Practical, Flexible, Affordable

Voice technology has evolved and advanced in today's mobility marketplace to become a highly flexibility, practical, scalable, and affordable workforce productivity technology that substantially increases retail workforce productivity and speeds retail store operations. AccuSpeechMobile's patented *Universal Voice Utility* is a software solution that provides a simplified *fully mobile* approach for delivering sophisticated voice capabilities and seamless integration with your retail mobile workforce applications and customer facing solutions. The voice capabilities and application integration are driven solely from the mobile device, mobile computer, laptop, tablet, retail customer kiosks or self-scanners. *Absolutely, no server-based integration is required.*

**“...a flexible, practical and affordable voice productivity solution for mobile retail applications.”**

## Practical, Flexible, Affordable Voice Productivity for Existing Retail Applications



### Server-Less, All Mobile Voice Functionality and Integration

- No Server-Based Integration
- All Integration with Retail Apps Driven from Mobile Devices
- Any Application Environment
  - Client-Server Apps (TE)
  - Web-Based Apps
  - .Net/Thick-Client Apps

### Automated Voice Prompts to Workers

- Voice Tutor for Training New Employees
- Step-by-Step Task Instructions
- Task Completion Confirmations
- Voice Manager Alerts
- Voice 'Help'

### Voice-Directed App Control

- Navigation
- Data Collection
- Task Confirmation
- Data Access Requests

Each retail worker's application and device becomes a legitimate 'collaborative partner' for day-to-day in store operations, extending the reach, capabilities and productivity of your existing retail workforce. Your existing IT application and hardware investments are protected and further optimized, providing your workforce with instant voice control over their applications, and voice response collaboration from your existing applications. For the retailer, workforce voice productivity translates into extended cost reductions and profitability.

# About AccuSpeechMobile

## About AccuSpeechMobile

AccuSpeechMobile is an innovative mobile voice technology that upgrades any mobile workforce application with a fully functional voice-user-interface (VUI). The mobile software solution provides full voice functionality and seamless application integration powered **solely** from your mobile devices.

AccuSpeechMobile is a patented, one-of-a-kind solution adopted and proven by world-class companies.

Now mobile SCM or field service workforces everywhere can achieve greater productivity by using faster, more accurate voice-commands to collect and access the information they need, while maintaining manual and visual focus on their mobile tasks. The mobile solution supports any web, TE, or smart/thick client mobile application, whether *on-premise*, *cloud-based*, *hosted* or *SaaS* mobile implementations. [www.vanguardvoice.com](http://www.vanguardvoice.com)

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