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The benefits of mobile loyalty in retail and beyond

The DS6878-SR offers the comprehensive data capture capabilities required to keep lines moving — including the ability to scan 1D or 2D electronic bar codes on smartphones and other mobile devices. As a result, retailers can support mobile coupon campaigns, location-based marketing and mobile loyalty clubs to engage consumers in a uniquely personalized way — and reach shoppers wherever they are to influence buying decisions and strengthen customer relationships.

Moving beyond the paper bar code

Smartphones, cell phones and other mobile devices are increasingly becoming a central part of everyday life. Evolving beyond just a tool for voice calls, these always on, always connected devices are becoming a vital way to find information, access social networks, share content and make daily decisions from where to eat to what to buy. For retailers, the smartphone represents a powerful touchpoint and a highly personal marketing channel. From mobile coupon campaigns to location-based marketing and mobile loyalty clubs, retailers can engage consumers in a uniquely personalized way — reaching shoppers wherever they are to influence the buying decision and strengthen customer relationships.

While the use of mobile coupons and mobile loyalty is an emerging market, adoption is projected to be rapid and widespread. Juniper Research predicts that mobile coupon usage will triple, with over 300 million people globally using mobile coupons by 2014[1] — a market that will represent nearly $6 billion in retail redemption.[2]

To capitalize on this emerging marketing opportunity, retailers, hospitality and other enterprises need to deploy updated bar code scanners that can reliably and easily scan any bar code — regardless of whether it is printed on a paper label or displayed on a customer's mobile phone. As mobile couponing becomes ubiquitous, anything less than a seamless experience puts customer satisfaction, retention and sales at risk.

The versatile DS6878-SR: advanced bar code scanning on virtually any media

The DS6878-SR cordless imager provides the features and performance needed to easily leverage mobile couponing and other forms of emerging mobile commerce. Advanced data capture functionality combines with an ergonomic and easy-to-use cordless design to streamline and error-proof everyday processes. This versatile device incorporates several key features to help ensure a seamless and enjoyable experience for your customers and store associates as you migrate to exciting new mobile commerce applications:

With a mobile loyalty program and the versatile DS6878-SR, retailers and other enterprise organizations can:

- Increase revenue per visit with 'just in time' in-store specials and promotions
- Strengthen relationships with top customers through personalized offers
- Offer differentiated service with the convenience of mobile coupons and mobile loyalty clubs
- Increase throughput at the checkout stand/check-in counter to keep lines moving
- Attract new customers via location-based marketing

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The ability to read 1D and 2D bar codes on mobile phone displays opens up a wealth of benefits and possibilities – from mobile coupon redemption and mobile loyalty programs in retail to mobile ticketing at the boarding gate or stadium entrance.

Advanced data capture flexibility: This single device can easily and accurately capture all common bar codes (1D, 2D and PDF417) on [paper] as well as on mobile phone displays. The [versatility] of this device makes it ideal at the Point [of Sale (POS)]. When paired with the hands-[free presentation] base, additional advanced [capabilities are available] to streamline and enhance [processing] at the returns desk, pharmacy [counter] and more, including: the ability to capture [signatures], documents and photographs; optical [character] recognition (OCR) to capture the text [on documents]; and MICR to capture the numeric information on the bottom of checks, enabling [paper checks] to be processed as electronic [payment] transactions. In short, the DS6878-SR is an [advanced tool] built to support the data capture [needs of] today and tomorrow.

[Best]-in-class data capture performance: Not [only] does the DS6878-SR offer the versatility to support diverse data types, but it also features the latest in scanning technology, improving productivity and transaction speed. Built on Motorola's revolutionary SE4500 scan engine, the DS6878-SR breaks barriers in 2D scanning — offering 1D laser scanning performance on 2D bar codes. The DS6878-SR can capture even poor quality and damaged bar codes. And an intuitive aiming pattern and full omni-directional scanning eliminates the need to carefully orient the bar code and scanner, enabling the true 'scan-and-go' performance that keeps lines moving from the retail register to the airport boarding gate.

- **Latest Bluetooth® technology:** Bluetooth technology frees workers from cables, enabling them to roam up to 300 feet/100 meters away from a host device to easily reach items as needed — such as a bulky item in the shopper's cart.

Mobile couponing in retail

Retail sales as a whole have struggled in the midst of an economic downturn and consumer anxiety. Brick and mortar shops face increasingly stiff competition from the convenience of 24-hour online shopping. Mobile commerce technology can provide a competitive edge. From mobile coupons to real-time in-store personalized offers, this new marketing initiative can help retailers build stronger consumer relationships that create differentiated brand experiences that get customers talking…and returning. As a result of the early success rates for mobile marketing campaigns, retailers are rapidly embracing this new technology — one-third to one-half of retailers surveyed by Motorola have already deployed initiatives that involve shopper's personal mobile devices.[3]

The concept of mobile coupons is a natural extension to the current behavior of consumers, who routinely use their mobile phones to perform shopping-related tasks. A 2009 Motorola study[4] on retail holiday shoppers found that more than half of consumers surveyed used their mobile phone while in a store for at least one of the following tasks:

- Call/text someone to ask about a product
- Send a photo of a product they are considering
- Access the Internet to compare prices
- Read product reviews or search for special offers.

And this activity spanned all age groups, with 64 percent usage among Gen Y shoppers, 50 percent in Gen X and 33 percent of the Baby Boomers.

Given the fact that consumers are already comfortable using their mobile device for shopping-related and decision-making activities, as well as the fact that the mobile phone is almost always physically connected to its user throughout the day, retailers can benefit from implementing a wide range of mobile electronic marketing initiatives, including:

Coupon redemption at store POS
Mobile coupons enable consumers to easily obtain and manage coupons — there's no need to clip coupons from a newspaper or magazine and file them for later use. And since consumers carry their cell phones virtually at all times, mobile coupons are always on hand — unlike paper coupons that may be left at home, lost in the car or damaged in a purse or pocket. A mobile coupon includes a bar code on the phone display. At the checkout stand, the customer simply presents the mobile coupon bar code on the display of the mobile phone — a quick scan with the DS6878-SR and the discount or special is instantly processed — a fast, seamless and paper-free transaction. The industry-leading scanning performance of the DS6878-SR ensures successful and rapid scanning, so there's no impact to point of sale throughput while migrating to a new technology.

Not only does the DS6878-SR offer the versatility to support diverse data types, but it also features the latest in scanning technology, enabling the true 'scan-and-go' performance that keeps lines moving from the retail register to the airport boarding gate.

Targeted promotions and personalized coupons

The mobile device is truly a personalized marketing vehicle. From the store, website or brand social network page, shoppers can sign up to receive targeted promotions and coupons right on their mobile device. Tailored coupons can be based on a shopper's actual buying history or their expressed product preferences. The personal nature of these promotions makes them highly desirable and extremely effective tools to encourage store visits — and sales.

Location-based in-store marketing for frequent customers

With location-based technology, frequent shoppers can opt to allow retailers to detect when they are in the vicinity of the store. Electronic coupons for daily specials or personalized offers based on that shopper's preferences can then be automatically sent to the customer's mobile device. This mobile 'just in time' advertising is an effective and economical way to influence in-store shoppers at the purchasing 'point of decision', encouraging customers to spend more time in the store as well as purchase more items during each store visit.

In addition, studies show that the top 30 percent of a retailer's customers generate 70 percent of its revenue.[5] Targeted mobile advertising and couponing enables retailers to strengthen their relationships with their top customers through the delivery of targeted messages and special frequent shopper awards the moment they enter the store. In addition, the possibility of receiving exclusive new offers serves as excellent incentive to encourage frequent visits from your most valuable customers.

Mobile Loyalty/CRM programs

Retailers can offer inexpensive mobile loyalty programs that substantially reduce the cost of these initiatives while potentially improving success rates. A customer's phone can replace the loyalty card or key fob — members simply need to present the appropriate bar code on the display of their phone to the cashier to instantly pull up their membership account information. This convenient service differentiates retailers from the competition and is sure to be appreciated by shoppers whose wallets are already packed full of assorted loyalty cards. As a result, retailers can deliver targeted and personalized offers right to the hands of their most loyal customers — with minimal effort and minimal cost.

Automated coupon generation

This application puts customers in full control of the promotion process. While in the store, a shopper can scan a bar code on a product or a shelf tag to retrieve any relevant store offers for sale items. To retrieve the mobile bar coded coupon with their mobile device, customers can either scan a bar code on a display or shelf tag in the store or download it from a kiosk via Bluetooth. This marketing initiative provides yet another channel to present special offers to your customers, right in the aisles of your store, promoting incremental sales and increasing basket size.

Mobile bar codes beyond retail

With its convenience and application flexibility, enterprises are embracing mobile commerce and couponing technologies in a range of applications and markets beyond retail. The ability to read 1D and 2D bar codes on mobile phone displays opens up a wealth of benefits and possibilities in the following markets.

Transportation and travel

Mobile boarding passes are an emerging application where boarding passes are sent to a passenger's mobile phone via SMS or MMS. The boarding pass contains a bar code that can be scanned by the gate attendant during the boarding process, further speeding check-in while enhancing customer convenience. By delivering record scan speeds, the DS6878-SR increases throughput during the boarding process, helping reduce lines and facilitate on-time departures. And since the DS6878-SR can read bar codes on paper as well as displays, it easily meets the demands of today's mixed media environment.

Event ticketing

For arenas, stadiums, theme parks and more, the ability to offer a paperless ticket solution provides real convenience for attendees — there are no paper tickets to remember, carry and track. The DS6878-SR reads bar codes on both paper and electronic tickets, helping ensure that lines keep moving at the event gate and that each attendee is a valid ticket holder. Finally, the device's cordless ergonomics gives workers the freedom to move around

the entry gate as needed to check packages that customers may be carrying or direct customers to form lines, reducing security risks.

Mobile tickets can also be linked to other value-added content such as videos, team news, social networking pages, incentives and promotions for future events or special deals at the stadium's concession stands or gift shops — all delivered on the attendee's mobile device. It's an easy and economical way to increase revenue streams, energize fans and build interactive relationships with the target audience.

Hospitality
Mobile confirmations streamline the check-in procedure, enabling hotels and resorts to deliver a superior guest experience — even during peak check-in times. Guests can receive their reservation confirmation on their mobile device via SMS or MMS. In the hotel lobby, a check-in clerk scans the bar code displayed on the arriving guest's phone to instantly pull up the right reservation. Shaving time from manual procedures at the check-in desk helps keep lines moving and enables guests to begin enjoying the facilities sooner. In addition, hotels can easily push special offers to guest's mobile devices — such as a discount on a following stay, 2-for-1 breakfast special or discount at the spa or gift shop. Specials can be linked to a loyalty/points program or an opt-in offer during the reservations or check-in process. Mobile coupons can be easily redeemed in seconds, with a quick scan of the bar code on the guest's phone display. This direct guest link gives hotels a personal touchpoint, providing a differentiating experience, encouraging repeat visits and increasing revenue per stay.

Powerful feature set…for a fast ROI

The versatile DS6878-SR offers the exceptional application flexibility needed to meet your needs today and in the future. Rapid fire, omni-directional scanning of 1D and 2D codes helps keep the checkout stand and other lines moving. Special software enables the DS6878-SR to accurately capture bar codes despite damage (including scratches, smudges and tears), virtually eliminating time spent handling exceptions. The ability to support image capture, signature capture, check processing and more provides the flexibility to capture practically any kind of data. This all-in-one

solution substantially reduces capital and operational costs — there is no need to purchase multiple types of devices.

…and a low TCO

In addition to the comprehensive advanced data capture capabilities that streamline processes throughout retail and other organizations, the DS6878-SR provides the low total cost of ownership (TCO) required to easily fit in constrained budgets.

- The durability required for dependable everyday use in enterprise environments. The DS6878-SR offers Motorola's best-in-class drop specification — 6 ft./1.8 m drops to concrete. IP43 sealing protects sensitive electronic components from exposure to dust and liquids. The result is dependable operation, despite the inevitable everyday drops, bumps and spills.

- Superior enterprise support. The stringent durability specifications combine with mission critical support programs to ensure maximum uptime, maximum device utilization and maximum return on asset (ROA). Motorola's Service from the Start Advance Exchange Support is an exceptional service that offers next-business-day replacement of devices that require repair as well as Comprehensive Coverage that includes normal wear and tear as well as accidental damage to internal and external components, significantly reducing unforeseen repair expenses.

- Low cost management. The DS6878-SR offers integrated support for Motorola's Remote Scanner Management (RSM), minimizing one of the largest costs associated with any mobility solution — everyday management. RSM enables centralized management of all DS6878-SR devices, substantially reducing the time and cost required to initially provision, update, troubleshoot and account for all your scanning devices.

For more information

For more information on how your operations can benefit from the DS6878-SR cordless Bluetooth 2D imager and mobile couponing, access our global contact directory at www.motorola.com/enterprisemobility/contactus or visit www.motorola.com/ds6878sr

1 - Juniper Research, "Press Release: Mobile Coupon usage to triple exceeding 300 million people globally by 2014 says Juniper Research." December 8, 2009

2 - Juniper Research, "Press Release: Mobile Coupon redemption value to approach $6BN globally by 2014, according to Juniper Research." November 4, 2009

3 - 2009 Motorola Enterprise Mobility Barometer: State of Mobility in Retail. October 2009

4 - 2009 Retail Holiday Season Shopper Study. Motorola Enterprise Mobility Solutions. Key Findings Report. January 2010

5 - Center for Retail Management at Northwestern University's Kellogg School of Business

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