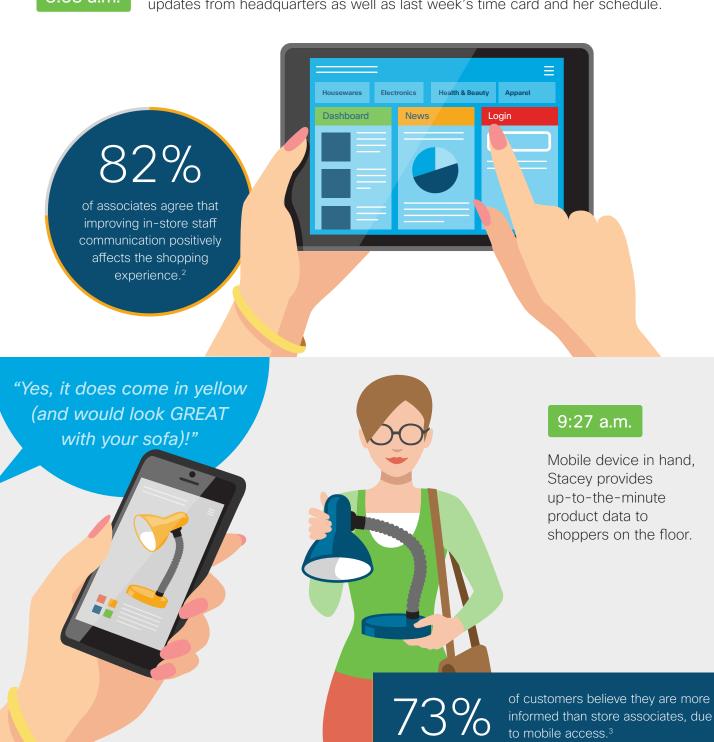


8:58 a.m.

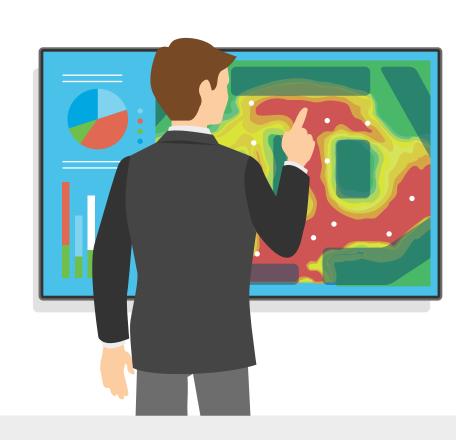
Stacey signs in using collaborative apps, receiving the latest news and product updates from headquarters as well as last week's time card and her schedule.



10:33 a.m.

The crowd of customers grows! Stacey's manager monitors in-store analytics and the heat map, and moves her to the electronics department to help.

"Store associates not easily accessible" is the main customer complaint about the store experience.4



to mobile access.3









## with a superior associate experience.

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- 1 Customer Experience Impact Report, Oracle (2011). 2 Customer Experience Impact Report, Oracle (2011). 3 "13 Reasons Why You Hate Shopping," by Gary Ambrosino (2016).
- 4 "Shoppers Would Rather Consult Smartphones than Consult Store Associates, Survey Finds," Internet Retailer (December 2010). 5 "Blame the Associate," RIS News (Oct. 2016)
- 6 "Cisco Remote Expert Solutions for Retail," Cisco Systems (2016). 7 "2011 Holiday Shopping Survey," Motorola (2011).