

The Imperative of Cellular Connectivity in Retail

Unleashing the Power of Seamless Retail Experiences through Advanced Connectivity Solutions

Introduction

In the fast-evolving landscape of modern retail, the adoption of cutting-edge technologies is not merely a choice but a strategic imperative. Cellular connectivity emerges as a pivotal force reshaping traditional retail paradigms, offering not just convenience but a transformational approach to enhancing customer experiences. In an era where consumers demand seamless interactions, instant access to information, and personalised engagements, cellular connectivity stands as the linchpin for retailers aiming to stay ahead in the competitive retail landscape.

This necessitates a departure from the traditional reliance on public Wi-Fi, with consumers showing a decreasing willingness to connect due to concerns about performance and security. The adoption of cellular connectivity becomes imperative for retailers aspiring to transform their traditional spaces into agile, connected, and customer-centric environments.

Imagine a retail ecosystem where every device, from point-of-sale terminals to inventory management systems and consumer handsets, is seamlessly connected via a ubiquitous and robust cellular network. Such connectivity not only empowers retailers to redefine customer engagement but also streamlines operations and

provides invaluable insights into customer behaviour.

In this comprehensive document, we delve into the multifaceted advantages of cellular connectivity in the retail sector. From elevating customer experiences through mobile transactions and personalised interactions to optimising inventory management and beyond, the adoption of cellular connectivity is not merely a technological upgrade; it is a strategic move to redefine retail operations for a responsive, interconnected, and future-ready retail ecosystem.

The Retail Connectivity Dilemma

To underscore the urgency and relevance of cellular connectivity in retail, it's crucial to examine existing challenges. Studies, such as the one conducted by Yes Marketing, highlight that approximately **57 percent of consumers in the UK have used a retailer's mobile app while in-store**. This is often to redeem or find coupons, discover items on sale, or engage in other promotional activities. Additionally, a report by Mercator Advisory Group reveals a growing trend among younger adults, with **67 percent of smart phone**

users aged 25–34 using mobile apps to make in-store purchases in 2020.

Moreover, findings from a survey by CodeBroker emphasise the importance of mobile connectivity in loyalty programs. Approximately **50 percent of consumers expressed a greater likelihood of using their loyalty rewards if accessed through their mobile phones.**

Drivers in Retail

While the advantages of cellular connectivity in retail are multifaceted, its adoption should be grounded in a robust business case. Beyond customer-centric benefits, the adoption of cellular connectivity contributes to efficiency improvements, increased bottom-line results, enhanced facility security, staff and visitor welfare, and an overall improved customer experience.

Customer Experience: In today's digital age, customers heavily rely on their smart phones for various purposes while shopping. They use mobile apps for product research, price comparisons, reading reviews, and ultimately making purchases. By ensuring strong cellular coverage, retailers can enhance the overall customer experience and satisfaction. Happy customers tend to spend more and become repeat visitors.

Sales and Conversions: Cellular connectivity positively impacts conversion rates, sales, and revenue. Customers with reliable connectivity can easily access online product information, promotions, and offers, enabling them to make informed purchasing decisions.

Regulatory Compliance: Cellular connectivity enables compliance with regulatory frameworks

such as PSD-2, ensuring that retailers meet industry standards.

Communication and Collaboration: Effective communication among retail staff is crucial for smooth store operations and customer service. Employees rely on mobile devices for internal communication, price checks, inventory management, and accessing critical information. Robust in-building coverage ensures seamless communication and collaboration among staff members, leading to enhanced productivity and customer service.

Mobile Point-of-Sale (mPOS) Systems: Many retailers have adopted mobile point-of-sale systems that allow sales associates to assist customers anywhere in the store, reducing checkout wait times and enhancing the shopping experience. Weak or non-existent cellular connectivity can lead to transaction failures and delays, negatively impacting customer satisfaction and sales.



Paying with Mobile Phone: The rise of digital payment methods and mobile wallets is accelerated by reliable cellular connectivity, enabling customers to conveniently use these methods during the checkout process.

Inventory Management and Analytics: Retailers often use mobile devices for inventory management, price updates, and accessing analytics platforms to make data-driven decisions. Robust cellular coverage empowers retailers to monitor stock levels, analyse sales trends, and optimise their operations for better efficiency and profitability.

Emergency Situations: In case of emergencies, strong cellular coverage is vital for communication and coordination. Whether it's contacting emergency services, store security, or providing safety information to customers and employees, reliable cellular connectivity ensures timely response and support during critical situations.

Providing Information and Assistance: Mobile apps can help customers find products, compare prices, read reviews, access coupons and loyalty cards, and get customer service.

Creating Immersive and Interactive Experiences: Mobile apps can use augmented reality, virtual reality, and other technologies to create engaging and memorable experiences for customers.

'We Already Have Wi-Fi!'

A common misconception arises when retailers question the necessity of cellular connectivity, arguing that Wi-Fi is already in place. However, several advantages position cellular connectivity as a preferred choice:

Reduced Operational Overhead and Cost: Cellular connectivity minimises management and help desk overhead, reducing operational costs.

Better Security: Cellular networks offer better security compared to Wi-Fi, ensuring data integrity and protecting against potential breaches.

More Reliable with Fewer Signal Interruptions: Cellular networks provide more reliable coverage with fewer signal interruptions, enhancing the overall connectivity experience.

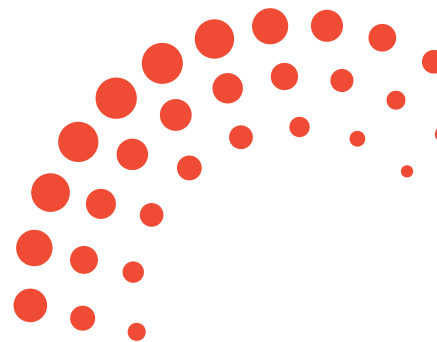
Less Interference and Network Traffic Issues: Unlike Wi-Fi, cellular networks experience less interference and network traffic issues, ensuring a more stable and consistent connection.

Seamless User Experience: Cellular connectivity offers a seamless experience for users who don't need to log in repeatedly, providing a trusted and efficient connection.

Less Pressure on Internal IT Resources: Cellular connectivity requires less maintenance and support from internal IT resources, freeing up valuable time and resources.

So, what is Cellular Boosting?

Cellular Boosting is a term that refers to the process of improving the quality and strength of a mobile phone signal in areas where it is weak or unreliable. This can be achieved by using devices called repeaters, which capture the existing signal from a nearby cell tower and amplify it inside a building or a vehicle. Improved cellular coverage can help people make phone calls, send text messages, and use mobile data when indoors or in remote areas. Cellular Boosting can also be used to connect IoT devices.



Our Approach

Our Cellular Boosting solution provides an in-building coverage solution with the least possible disruption to the building, ensuring a seamless deployment process. Leveraging Power over Ethernet (PoE), it deploys in days, using an all-digital solution that distributes RF over structured Category cable. The ease and accuracy of installation eliminate the need for highly sophisticated design tools. Additionally, our solution offers several unique advantages:

Reduce Cost-of-Ownership: Our solution effectively reduces the cost per square meter, optimising efficiency and ensuring that all power is used for coverage.

Intelligently Optimises for Environmental

Changes: The solution adapts to environmental changes, ensuring consistent and optimal performance under varying conditions.

Eliminate Interference and Expensive Service

Calls: The robust design minimises interference and avoids expensive service calls for troubleshooting, ensuring cost-effective and efficient operations.

Delivers Exceptional Coverage Performance:

With 1000x the signal gain of other coverage solutions in its class, our solution ensures great coverage performance.

No Drain on Internal IT Resources: The solution requires minimal maintenance and support, ensuring that internal IT resources are not strained.

Quick Deployment: No operator agreement is required, and the solution is unconditionally network safe, allowing for swift and hassle-free deployment.

Long-standing Relationships with Regional

and Global MNOs: Our solution has established enduring relationships with both regional and global Mobile Network Operators (MNOs), ensuring reliability and compliance with industry standards.

Compliant with Ofcom Specifications: Our technology is the only solution listed by Ofcom as compliant on their website, meeting all license exemption requirements.

In conclusion, the adoption of cellular connectivity in retail is not just a technological upgrade; it is a strategic move toward a responsive, interconnected, and future-ready retail ecosystem. By addressing the unique challenges faced by retailers and offering a comprehensive solution, our Cellular Boosting technology ensures that retailers can meet the evolving demands of the modern consumer, providing an unparalleled shopping experience and future-proofing their operations.

