

# Intelligent Sales Assistant Hybrid Tablet PC Solution Improves In-Store Shopping Experience and Enhances Brand Engagement

The solution empowers sales associates to provide more useful product information during 1:1 interactions with customers.

The digital age has put the consumer in the driver's seat, and businesses are working hard to understand how this new dynamic could impact brand engagement. Empowered by "always-on" Internet connections and informed by the opinions of others, many consumers believe they are more knowledgeable than sales associates and would rather not engage them. As the balance of power shifts from business to consumer, brand optimization is more difficult because it's harder to control the selling process in a predictable and planned way.

To solve this challenge, businesses can increase brand control by developing a holistic, synchronized, digital experience capable of building and sustaining 1:1 relationships with every single customer. One avenue is to equip sales associates with the Fujitsu\* Stylistic Q702 Hybrid Tablet PC\*, a smart mobile device capable of showing customers typical online information, as well as exclusive content that provides useful product information and raises brand awareness. As a result, customers benefit from a personalized experience, and businesses gain from greater brand control and well-equipped sales associates. The hybrid tablet PC also interfaces to a variety of retail peripherals, including a magnetic strip reader (MSR) for credit card payment and an external bar code scanner.



The Fujitsu\* Stylistic Q702 Hybrid Tablet PC\*

## Empower sales associates

The hybrid tablet PC, based on an Intel® Core™ vPro™ processor, enables sales associates to have the same, if not more, product information at their fingertips as customers.

## Personalize the in-store retail experience

The digital age provides new avenues for brand optimization by creating opportunities to increase brand awareness and establish closer relationships with consumers.

## Provide accurate, corporate-wide inventory information

Sales associates will be able to quickly inform customers about product availability and process their orders on the spot, whether fulfilled locally or by another location. A single view of inventory helps retailers minimize inventory distortion.

## Carry out transactions anywhere

Customers in a hurry will appreciate the convenience and time-savings when a sales associate with a mobile device can quickly complete their transactions face-to-face.

## Learn more

To get more details about this solution, download a full length Solution Blueprint at <http://www.intel.com/content/www/us/en/retail/intelligent-hybrid-tablet-pc-solution-blueprint.html>.

For more information on intelligent retail solutions, visit Intel's Intelligent Retail Web site: [intel.com/retailsolutions](http://intel.com/retailsolutions).

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