



SOLUTION BRIEF

Productivity on Overdrive: How Theatro Helps Unlock Your Frontline's Full Potential

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Only those whose teams are equipped and ready to perform can provide the efficient service today's consumer expects. Unfortunately, most frontline teams are still only equipped with the bare minimum, lacking access to the tools they need to provide great service and be productive. Due to crowded radio channels and an inadequate number of devices, most team members are forced to waste valuable time walking to find answers while also hindering opportunities to provide a positive customer experience. In fact, **67% of all daily communications between store associates will be requests for customer assistance that never receive an answer.**¹ When this happens, not only does the requesting team member typically lose the sale, but the enterprise realizes losses in revenue opportunity, customer satisfaction and employee productivity.

While some have attempted to increase staffing to address some of these concerns, this solution does not solve the underlying problem of disconnection. Instead of throwing additional labor hours at a problem requiring a more strategic and long-term fix, it is far more effective to invest in an end-to-end technology solution that connects frontline teams and empowers them to deliver quality service, reach sales goals, and overcome productivity limits that existed before.

Tapping into the Power of OneTeam

Providing your frontline teams with the proper tools is the first step toward rising above the competition. Yet, while many brands still look to walkie talkies or handheld devices to enable their frontline teams, those on the frontline know firsthand how ineffective they are. **Over 80% of frontline workers state that they frequently get interrupted, miss messages and cannot reach coworkers when needed.**² Between unnecessary ear chatter and disjointed channels, the reality is that these traditional communication technologies have failed in closing the communication gap facing frontline teams.









Theatro's Mobile Communication Platform was purpose-built for the frontline, digitally transforming communications by giving everyone access to the people and information they need to do their job successfully. By outfitting every one of your team members with a Theatro Communicator, they become enabled to work together as OneTeam to reach goals and meet customer demands. And with streamlined communication in place, together your frontline teams can:

- Do more with less, further increasing productivity
- Deliver fast, game-changing customer service
- Automate & standardize manual operational processes
- Accelerate omnichannel development, growth & execution



Optimized for Efficiency and Experience

The benefits gained from improving your workforce's communications are only the tip of the iceberg. Theatro's platform also allows organizations to **drive ongoing innovation with Advanced and Custom Applications**, developed to further extend automation and increase employee engagement. Digitally transforming operations like this not only saves teams time but also impacts the overall customer experience by reducing wait times and layering in personalization across all touchpoints. And when teams are empowered to work smarter, not harder, engagement goes up right alongside their levels of productivity. Some examples of how our Advanced and Custom Voice Apps are helping frontline teams unlock their full potential include:

 <h3>Customer Assistance</h3> <p>Increase service speed and productivity with Soft Buttons, QR Codes and POS integrations.</p>	 <h3>Staffing Dispatch</h3> <p>Automate role assignments leveraging camera dwell time alerts and motion detection.</p>	 <h3>Employee Expertise</h3> <p>Build proficiencies with knowledge sharing and instant access to product or service experts</p>	 <h3>OMNI & Curbside</h3> <p>Improve online order fulfillment, execution and delivery with in-ear alerts and updates</p>
 <h3>Inventory Lookups</h3> <p>Access stock levels, item location and pricing within a single store or from other nearby stores.</p>	 <h3>Task Management</h3> <p>Increase task completion rates with in-ear alerts and reminders about daily responsibilities</p>	 <h3>Coverage Consistency</h3> <p>Improve team member agility and manager effectiveness with predefined custom roles</p>	 <h3>Operational Efficiencies</h3> <p>Elevate accountability and productivity with programmed log-on alerts and goal reminders</p>

Productive Employees, Satisfied Customers, Successful Enterprise

Theatro helps enterprises to do more with less by enabling teams to allocate labor where it's needed most, maximizing productivity and the overall customer experience. By removing communication barriers, automating manual processes, and integrating critical enterprise systems, frontline team members can tap into their full potential while also allowing brands to cultivate workplaces that drive positive employee and customer experiences. So, if you're ready to arm your frontline team with the technology they need to be successful and enable them to deliver game-changing service, contact us at info@theatro.com or [schedule a demo](#) today!

Sources:

¹ Theatro Benchmark Data

² Retail 2020 Connected Shopper and Employee Communications Report