



Unlocking Your Frontline's Full Potential with Theatro's Mobile Communication Platform

Leveraging the power of voice, team members can instantly access everything they need to be successful.

Embracing mobile for your frontline makes all the difference

The mobile revolution has transformed the world. Yet, while spawning massive productivity gains across almost every sector of the world's economy, the mobile revolution has left the hourly worker behind. That's because employers of large hourly workforces have been unsuccessful at unlocking the productivity potential of mobile with distracting and cumbersome devices like smartphones and tablets that weren't designed for the Frontline in the first place. These solutions have proven to be expensive and prone to theft. Plus, they require team members to focus their eyes on a screen instead of the priorities around them, leading to missed sales opportunities, lower worker productivity and the potential for a poor customer experience.

With Theatro, every frontline team member is outfitted with their own voice-controlled mobile device, complete with Theatro's Intelligent Virtual Assistant (TIVA) and workforce optimized mobile apps. Our Communicators are purpose-built to help organizations improve team member engagement, productivity and the overall customer experience. Leveraging the power of voice, team members can instantly access everything they need to be successful without ever needing to interrupt customer interactions or the task at hand to find the information they need. That's why many of the world's most notable brands have given up on aging or so-called "smart devices" and equipped their teams with Theatro's Mobile Communication Platform.



Organizations are enabled to rapidly accelerate digital transformation all the way to the frontline.

A purpose-built platform to give you the competitive advantage

We've created the world's first voice-controlled Mobile Communication Platform for brick-and-mortar retail, hospitality, casinos, C-Stores, and more. Theatro's "Heads Up & Hands-Free" solution connects everyone from HQ to the Frontline as OneTeam. Our Software-as-a-Service (SaaS) solution brings together the advantages of an Internet of Things (IoT) voice-controlled mobile computer and new workforce-optimized apps to help improve communication, worker productivity, business performance and the customer experience.

As part of our As-a-Service, subscription-based offering, we outfit every frontline team member with a Theatro Communicator that runs over Wi-Fi. In addition, Theatro handles all aspects of device management from repairs and replenishment to user support and software enhancements. And by eliminating the need to buy and maintain expensive devices to connect and reach teams, organizations are enabled to rapidly accelerate digital transformation all the way to the frontline without delaying the benefits of software and hardware innovation.



World Market Digitally Transforms Store Communications With Theatro

The Challenge: Transforming the In-Store Experience

World Market (WM) wanted to connect its entire team in real-time to create consistent in-store communications between its stores' leaders, groups, and associates. However, store operations were constrained by internal systems that did not enable a fully connected workforce. As a result, store personnel faced gaps in communication that led to missed updates, disjointed workflows and other inefficiencies between store associates and management.



CHALLENGE

Only managers were connected via store VoIP phones, leaving 75% of in-store teams operating in isolation and having to walk across stores to find assistance, product information or inventory data. Store leadership was also challenged by the redundancy of consistently relaying critical internal communication from HQ to every associate, forcing them to use an overhead paging system which disrupted the customer experience and often yielded no results in employee acknowledgment as individual accountability was lacking.

The Solution: Connecting People Is Key

WM chose the Theatro Mobile Communication Platform, an as-a-service solution that runs off Microsoft Azure via an IoT Wearable with an Intelligent Virtual Assistant, supported through cloud services. Theatro's subscription-based service connected every associate to the enterprise, to managers, and to one another, which helped improve labor productivity and the overall customer experience.



SOLUTION

Associates were also connected with critical back-office systems, giving them on-the-spot access to product knowledge and inventory insights, resulting in reduced 'walk time' when searching for answers. Headquarters and store-based management teams can communicate directly, in real-time, with all associates, which increases team engagement, collaboration, and alignment to business objectives.

The Results: Ringing Up the Positive Impact

After evaluating several different technologies, including walkie talkies and other mobile technology, WM knew they must eliminate overhead paging but needed a solution that connected the entire team. Ultimately, Theatro had the most complete offering to optimize communications and team member engagement by:



RESULTS

- **Eliminating distractions** created by overhead paging, delivering only messages that are relevant to each associate while also enabling a better customer experience.
- **Streamlining HQ-to-store communication** with Theatro's Content Distribution Manager (CDM) which provided leadership with the ability to send voice messages to the frontline that they hear when logging on to the system for their shift.
- **Increasing speed of service** with the platform's closed-loop Request and Respond applications, enabling quick access to managers and one another to support customer requests.
- **Unlocking access to critical back-end system information**, allowing associates to easily check inventory through a simple voice command which improves service efficiency.
- **Automating Curbside services**, adding impetus to the growing on-demand, 'click and collect' nature of today's retail service demand.
- **Improving labor scheduling and reallocation capabilities** to optimize store coverage based on customer need.

Now that every associate is connected with Theatro, our teams can communicate faster and more efficiently at every level, which makes our customer experience better. Theatro has digitally transformed our store communications which helped us improve our associates' productivity, knowledge and speed of service which translates into better customer experiences and increased sales.

- Scott Traverso, VP of Store Operations, World Market

Where Theatro Makes an Impact



In-Store Communication

Digitally transforming how your frontline connects

Theatro connects every employee with the people and critical information they need to do their jobs well – not just a select few with expensive handhelds. Using simple voice commands, associates can quickly request assistance, tap into the expertise of their teammates and find the information they need to do their job well...all while working “Heads Up & Hands-Free” to focus on customers or the task at hand.



Enterprise-Wide Communication

Driving alignment throughout the entire organization

Forget the need to rely on inconsistent mass emails, group texts or traditional pen-and-paper methods to communicate critical updates. With the Theatro Manager's Mobile App, Field leadership can instantly connect with individuals, groups or to entire store – at any time and from anywhere. Likewise, Headquarters teams can schedule and send updates about processes, promotions or other critical information via Theatro's Content Distribution Manager (CDM), ensuring consistency and delivery to keep the entire team in the loop.



Speed of Service

Automating processes to accelerate customer service

Theatro enables employees to quickly request assistance and get a closed-loop response from the first available team member which reduces walk-to-talk and customer wait times. And with in-ear alerts from critical enterprise systems, there's no need to check back-room terminals or log into a handheld app to serve customers. With seamless integrations to smart buttons, QR codes, and other IoT technologies, Theatro helps teams prioritize and respond to any customer request fast.



In-Store Expertise

Providing knowledgeable service... even on day one

Frontline teams can use Theatro to access product or service expertise from other team members, experts, managers, and critical enterprise systems. With a simple conversational interface, Theatro enables proficiency building and knowledge sharing by connecting team members to experts in the store or from other locations to equip new or seasonal hires with the information they need to be successful... even on their very first day.



Manager Effectiveness

Empowering your leadership to win

Theatro optimizes leadership communications, allowing managers to efficiently coordinate their team and keep them aligned on the day's tasks and goals. By saving time from repeating information repeatedly, managers can maintain focus on operational efficiencies, employee engagement, customer satisfaction and other high-value responsibilities.



Team Member Productivity

Unlocking the power of OneTeam

Connecting everyone in the store enables the Frontline to collaborate and work together as OneTeam to provide game-changing service without sacrificing productivity. Organizations also gain access to Theatro's valuable usage data to uncover additional areas of opportunity to increase efficiencies and optimize manual store processes that slow team members down and erode margins.



Omnichannel Execution

Frictionless service from fulfillment to delivery

Theatro expedites omnichannel service processes by enabling frontline teams to manage customer variability and order execution with speed and efficiency. By connecting Theatro to order management systems, targeted team members can receive in-ear alerts about new orders, special instructions or customer arrival details to streamline the entire operation.



Flexible Tools Connect Store, Field and HQ Teams



The Communicator

Frontline teams use the Theatro Communicator to access countless Voice Apps designed to improve communication, streamline operations and help them work more productively. Our Communicators also enable frontline workers to leverage Theatro's Virtual Intelligent Assistant (TIVA) which helps them check inventory, receive task reminders, respond to requests for customer assistance and more.



Manager's Mobile App

Leadership outside of the store can use Theatro's smartphone app to keep teams informed, engaged and connected while on the go. Whether they need to communicate one-to-one, to a group or with an entire location or region, our Manager's Mobile App allows them to send messages and keep operations running smoothly – at any time and from anywhere.



Content Distribution Manager

Headquarters teams can use CDM to send enterprise-wide communications that won't be missed. CDM, the world's first content management platform built for messaging across the entire enterprise, allows HQ teams to schedule and send recorded updates like policy changes, sales promotions, or training information right to the ears of their frontline teams.



The Theatro Mobile Communication Platform Makes It All Possible

Intelligent Virtual Assistant



Our Intelligent Assistant delivers the entire network's knowledge into the ear of every employee at the speed of thought.

Workforce Optimized Apps



Our Voice Apps connect your teams with the people and systems they need to meet customers' needs and work more efficiently.

APIs



Our flexible APIs easily integrate with your enterprise systems, allowing your workforce to access critical information with just their voice.

Open Platform



Our platform gives app developers limitless possibilities to build new capabilities to optimize workflows and help your teams do more with less.

About Theatro

Theatro is a Dallas-based company serving the world's most notable brands including: The Container Store, Bass Pro/Cabela's, Macy's, Tractor Supply Co, Walgreens, Wawa, World Market and many more.

We are...innovators for the forgotten hourly worker, the game-changers who want you to win, and the locksmiths who can help you unlock the value of your most valuable assets—your frontline team members.

We have experienced the struggle with gaps in communication caused by subpar technology and disconnection. That's why we are on a mission to connect every frontline employee with our "Heads Up & Hands-Free" voice-powered Mobile Communication Platform. Not only does it help our customers optimize operational performance, improve productivity, and drive long-term competitive advantages, but it also contributes to why their frontline teams report higher levels of satisfaction than ever before.

For more information about Theatro, visit www.theatro.com or request a no-obligation [demo](#) to see our Mobile Communication Platform in action today!