# How to transform your shop floor productivity

Simon Brennan, Brother UK's End User Client Manager for Mobile, explains how adopting a comprehensive mobile printing strategy can optimise shop floor operations for retailers

In an era of omnichannel shopping where a retailer's bricks and mortar presence is just as crucial as its e-commerce operations, utilising new technologies to boost in-store efficiency is high on the agenda for many retailers.

There are a variety of advantages which an effective mobile printing solution can bring, and forward-thinking retailers are seeing the following business benefits:

### The ability to use space saving and flexible mobile or portable printers on the shop floor and in stockrooms

With a reduced footprint, mobile print hardware can fit in both the front and back of store. And with onboard battery power and wireless technology, mobile print can be deployed anywhere both within four walls and in the field.

### The potential for mobile workers to move from branch to branch with mobile print and scan applications

Brother UK products are truly mobile, providing merchants with the ability to take their printing and receipt capabilities out into the field. This type of agile working also allows for the introduction of both cost and time savings, with reduced paperwork passing between branches and head office. With Brother's device management tool, retailers are able to monitor real-time status across the installed base of printers and immediately identify any issues.

### The advantage of being able to print labels for in-store items within branches – this could include food prep labelling and allergen instructions on fresh food, as well as price-mark reductions

Printing in-branch gives a business the ability to print when and where the output is required. Price markdowns can be done as soon as price changes are submitted, so deployment is almost immediate and wastage is reduced. A retailer need only print the labels they require, rather than have to pre-print a predetermined number of labels for each sale item.

Producing prep labels at in-store counters can also enable accurate product labelling as well as time stamping, therefore reducing the risk of non-compliance with food preparation standards.

### The efficient printing of receipts

Receipts can be printed on demand at the point of sale wherever the transaction is made. This aids completion of the transaction at the point of delivery, thereby increasing customer service levels and securing the sale there and then. Retailers can also assess how many customers have claimed receipts and monitor the level of customer satisfaction at the service they have received.

### The enhanced connectivity from Bluetooth and wireless

Not only does this allow employees to print without being tethered to a mobile device, it also allows for complete flexibility when a business chooses both its hardware and software infrastructure.

### The capacity to efficiently link branches to the head office

Brother devices help branches perform head office activities on-site, providing businesses with an overarching print function that can be utilised anywhere within their head office, branch and field operations.

In summary, the successful deployment of a mobile printing strategy can be realised in a number of ways:

• Retailers are currently using mobile printing to help increase their shop floor productivity through the ability to re-label goods at a store level or as they are deployed from the back-office, including price markdowns, shelf-edge labelling and item prep labelling.

• Using mobile printing solutions in conjunction with technologies such as Bluetooth and wireless means printing can now be done easily on the move, giving retailers the ability to print receipts anywhere on the shop floor in front of the customer.

• This functionality can significantly impact the cost and efficiency savings for retailers, with the ability to print mobile receipts being directly used to tackle queue-busting in-store.

• Mobile devices also enable retailers to take the print function to the point of application, improving accuracy and saving time. This is ideal for guided customer experiences such as personal shopping.

• Mobile workers can move from branch to branch with mobile print and scanning applications, allowing business areas such as merchandising to benefit when restocking concessioners.

• Stores can also be efficiently linked to the head office through mobile printing operations. Head offices have the ability to send data directly to each branch, and that data can then be deployed though a mobile print solution to action price changes or Click and Collect documentation, for example.

**Simon Brennan is End User Client Manager for Mobile at Brother UK**



**To find out more visit: Brother UK**

**brother**
at your side