

LEVERAGE RFID TECHNOLOGY TO SUPERSIZE RETAIL SALES

IN THE WORLD OF RETAIL,

true innovation can mean the difference between blockbuster sales and bargain basement failure. Many of today's successful retailers have found that leveraging advanced radio frequency identification (RFID) technology can provide the competitive edge they need to set themselves apart.

RFID technology has been adopted by many industries to track assets throughout the supply chain for faster, more efficient delivery, as well as reduced inventory shrinkage. The added bonus in retail is the ability to use RFID to provide improved customer service, both online and in the store, while building a ubiquitous relationship between the brand and the customer.

OMNI-CHANNEL RETAILING

The explosive growth of digital technology and social media has generated a new world of opportunities for retail commerce. Retail brands that seamlessly integrate digital customer touch points with in-person service are able to create a true [omni-channel](#) customer experience, strengthening brand loyalty and increasing sales prospects.

The 'Click and Collect' approach is a popular example that blends digital and in-person channels by offering customers the option to order online for in-store pickup. This hybrid approach not only benefits retailers by providing additional point of purchase (POP) sales while the customer is in the store, it also is valued by [75 percent of consumers](#).

RFID technology greatly simplifies the implementation of 'Click and Collect' retail sales. For example, the TSL mobile [RFID Tag Finder app](#) works with the high-performance [1128 Bluetooth® UHF RFID Reader](#) to simplify and speed up the process of finding specific assets, such as in a warehouse, stock room or mail order fulfillment center.

Personnel enter the item code and then sweep large areas to find the matching RFID tag quickly and easily. As the worker nears the item they are trying to locate, the app triggers audible and visual feedback to guide them, much like a Geiger counter.

As a result, retailers offering 'Click and Collect' can save time and money by instantly checking to see if they have ordered items in stock, versus having them sent from a distribution center. This speedy service keeps customers happy and allows them to enjoy a seamless, omni-channel brand experience wherever, and however, they choose to shop.

EASE THE PAIN OF RETURNS

Another area where RFID brings greater efficiency is the processing of product returns -- a necessary part of day-to-day retail business. In fact, online retailers can see average return rates as high as [30 percent](#), and the overall costs related to merchandise returns and exchanges can have a huge impact on the bottom line.

The use of RFID technology in the retail supply chain helps to reduce the pain and expense of processing returns. For example, the ability to trace processing steps in each transaction allows retailers to quickly identify quality issues or fulfillment mistakes. This level of visibility also facilitates product recalls, when needed.

RFID tracking significantly reduces the time-intensive tasks associated with returns as well. For example, TSL's RFID Tag Finder app and [1128 Bluetooth® UHF RFID Reader](#) make quick work of finding returned merchandise, such as in the maintenance and shipping areas, for maximum efficiency.

Because the app triggers audible feedback, workers are quickly guided to the specific asset they are trying to locate, no matter how large or cluttered the storage space. This innovative use of technology helps retailers eliminate needless time spent processing returns, making the experience faster and more enjoyable for customers, while minimizing expenses.



AVAILABLE APPS

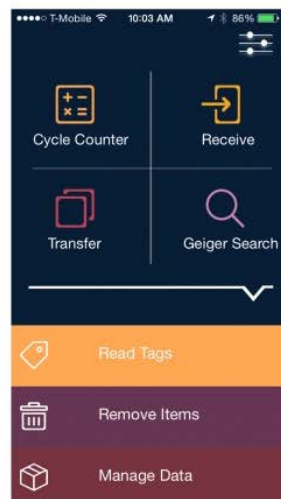
TSL's RFID Tag Finder app is just one of many solutions available today that ease the adoption of advanced technology to solve specific retail challenges.



TrueVUE 5.1 software from [Tyco Retail Solutions](#) facilitates centralized setup and control of inventory management for retail accuracy, visibility and operational efficiencies. Working in concert with TSL's wireless-enabled handheld readers and iOS-powered mobile devices, the TrueVUE software enables centralized system deployment and increased mobility, empowering retail personnel to easily access information anytime, anywhere, and from any device.

[Clarity™ Inventory](#) software developed by [Xterprise](#) delivers item-level RFID tracking for retail inventory management across national retail chains. The Clarity™ software paired with TSL's high-performance RFID Readers offers improved inventory accuracy and on-shelf reporting, helping retail brands increase sales, reduce excess inventory and

shrink, eliminate audits, and drive omni-channel fulfillment. This solution is now available for iOS-powered devices, and soon will be available for phones and tablets running Windows 8 operating system.



COMPETITIVE EDGE

On average, retailers lose up to 15 percent of their customers due to out-of-stock occurrences. In order to provide the best possible customer service, speed is critical when managing on-shelf inventory or searching for products for order fulfillment. Whether in the warehouse, the stock room or on the sales floor, the use of RFID technology can streamline and even eliminate manual searches through efficient, real-time inventory management.

In this way, RFID solutions designed for the retail business model provide brand manufacturers and retailers with the innovation they need to stay ahead of the competition, while keeping customers happy and returning to the store again and again.

ABOUT TSL

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Technology Solutions UK Ltd (TSL) enables fast and efficient logistical operations for many respected global corporations, including Motorola, DHL, FedEx, Canada Post and Atos SE. TSL is adept at working with system integrators to deliver complete mobile data solutions for a range of applications -- supply chain management, stock inventory control, ticketing, data management and biometric scanning.

TSL designs and manufactures both standard and custom embedded, snap on and standalone peripherals for handheld computer terminals. Embedded technologies include:

- RFID - Low Frequency, High Frequency & UHF
- *Bluetooth*[®] wireless technology
- Contact Smartcard
- Fingerprint Biometrics
- 1D and 2D Barcode Scanning
- Magnetic Card Readers
- OCR-B and ePassport

Utilizing class leading Industrial design, TSL develops products from concept through to high volume manufacture for Blue Chip companies around the world. Using the above technologies TSL develops innovative products in a timely and cost effective manner for a broad range of handheld devices.

For more information about the TSL ASCII Protocol, and to download the free SDK and user guides, please visit: www.tsl.uk.com/software.

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