

TOSHIBA



ELERA

MOBILE ASSIST

MOBILE APPLICATION OPTIMIZED TO ENHANCE CUSTOMER EXPERIENCE AND **INCREASE IN-STORE PRODUCTIVITY**

The ELERA® Mobile Assist application empowers retailers to easily manage interventions, mitigate shrink, and increase staff productivity using a broad range of handheld and tablet devices. By facilitating notifications and processing requests from traditional and self-checkout lanes, the mobile application allows your store staff to be more responsive to potential issues and gives managers insights into day-to-day lane operations.

KEY BENEFITS



Creates more flexibility for retailers to choose how resources are used



Offers dashboards for insights into daily lane operations, tracking productivity, and to find out what's happening across store lanes



Extends functionality from desktops to handhelds to leverage mobile capabilities



Allows Shopper Assistant to remotely assist customers and resolve interventions



ELERA® Mobile Assist allows retailers to put the customer at the center. As a result, retailers are able to create awareness to help them see how technology can facilitate easier shopping experiences and payments.

AN OPERATIONS APP MADE FOR RETAILERS

The ELERA® Mobile Assist app ensures proactive engagement with customers to improve their checkout experience and reduce shrink, while increasing productivity for shopper assistants with contextual menu and rich set of functions.

- > **Queue Management** - Enable store staff to guide shoppers to available lanes and ensure SCOs are operating at maximum efficiency
- > **Shopper Assistance** - Enables associates to remotely monitor lanes and resolve interventions
- > **Device Agnostic Support** - Modern UX with responsive design allows for seamless adjustment to a wide variety of screen sizes
- > **Reporting Dashboards** - Managers can view all lanes across the store and see how the lanes are operating



A BIRDS-EYE VIEW OF THE FRONT END



Allows once time-consuming tasks to be completed in a fraction of the time



Ensures associates can offer more personalized attention to their shoppers



Expedites the sales process while providing a frictionless customer experience

WHY CHOOSE ELERA® MOBILE ASSIST

ELERA Mobile Assist is the next-generation application based on ELERA microservices architecture that monitors store checkout lanes on a mobile device while providing a single view of all front-end checkout operations for the entire store.

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FEATURES

BENEFITS