



Unified Communication: Elevate Your Business with a Comprehensive Solution

In today's fast-paced business environment, efficient communication is pivotal to success. Businesses often struggle with multiple disparate communication tools, leading to inefficiencies and frustration. This e-book explores the advantages of a unified communication solution that integrates various modes into a single device, enhancing employee engagement, satisfaction, and customer service. Discover why choosing a comprehensive communication platform can propel your company forward.

The demand for seamless communication tools is growing as customer expectations rise. According to our [17th Annual Shopper Study](#), 74% of customers report a better experience when associates use the latest technology. Meanwhile, 84% of associates feel more valued when provided with robust technological tools, and 48% express frustration over inadequate resources for personalized service. A unified solution addresses these challenges, offering a streamlined approach that benefits both employees and customers.



Enhance Customer Experience

- 74% of customers agree they have a better experience when associates use advanced technology.
- Associates highlight that mobile devices significantly improve the shopping experience and enable quick responses to customer inquiries.



Boost Employee Satisfaction

- 84% of associates feel more valued with effective technological tools.
- 48% of associates are frustrated by inadequate tools, underscoring the need for comprehensive solutions.



Prioritize and Complete

Frontline associates want a clear action plan that helps them prioritize which tasks need to be done first.

In your Store: Customer experience is tantamount to building loyalty and task that impact their experience should take priority. Fulfilling a buy online pick up in store (BOPIS) order or ensuring shelves are restocked comes before more routine tasks.



Anywhere Access

Free your frontline associates to make the best use of their time by being able to take calls from vendors or customers on the go instead of being tied to a landline phone at a desk and ensure calls are directed to the right employee who can solve the issue.

In your Store: A customer has placed an online order for a cake and wants to check to see the status of when it will be ready. Their call is dynamically directed to staff in the bakery who can let them know when the cake will be ready for pickup.



Instant Expertise

With the touch of a button, frontline associates can reach experts within the store to respond to customer questions and requests.

In your Store: A customer comes to the new associate and asks where a product is. Instead of saying, "I don't know", the associate is able to ping a coworker who gives them the exact aisle the product is in.



Remote Management

Give managers the power of video and phone calling to enable remote issue management and alignment on store priorities through clear communication channels.

In your Store: A frontline associate is setting up a new promotion and wants to make sure it is completed right. They are able to video call their manager who is able to offer guidance to finish the project.





Direct Communication

Send direct messages to individuals or groups to facilitate quick action or relay important information.

In your Store: A product recall is issued and your store manager is able to send a photo of the product and information about removing product from the shelves to select employees on the floor for quick response times.



Community Building

Your store needs its own social messaging platform which allows employees to stay connected; building team cohesion and improving employee engagement.

In your Store: Your store manager is able to post a photo of an employee helping an elderly customer take their bags to their car. The employee feels celebrated and the manager is able to reaffirm the values of customer service in action to the whole team.

Integrating various communication tools into a single, unified solution simplifies business operations and enhances employee satisfaction and customer service. By streamlining communication processes, businesses can reduce training complexities, improve engagement, and foster a more efficient and collaborative environment. Choose a comprehensive communication platform to stay competitive and meet the demands of today's market.

Learn more about how you can empower your managers and frontline associates with [Workcloud Sync](#).



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