



How **mobile solutions**
can transform retail
operations and
drive engagement

verizon
business

Introduction

The pressures retailers are facing today are coming from all angles: labor shortages, rising customer expectations, and unpredictable supply chains are just some of the challenges that are driving retail companies to leverage innovative technologies to improve operations and enhance customer experiences.

It's more important than ever to give employees the tools they need to drive efficiency, wow customers and gain omnichannel inventory visibility to make agile, customer-focused decisions. In fact, 62% of retailers say they want their tech investments this year to improve inventory accuracy and visibility, according to the [2025 Connected Retail Experience Study](#).



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David Naumann, Global Retail Marketing Strategy leader, Verizon Business

One of the simplest ways that retailers can transform their operations and realize these benefits is to equip store associates with mobile devices such as handheld scanners, mobile tablets. Mobile devices not only enhance customer experiences by helping to create a seamless and integrated in-store experience, they also help increase sales and improve associate productivity – something 81% of retailers said is a driver of their technology investments, according to the study.

“The combination of labor shortages and the need to improve associate productivity is driving many retailers to increase their strategic focus on expanding mobile tools for employees,” said David Naumann, Global Retail Marketing Strategy leader at Verizon Business.

Still, one-third of US retail employees do not have mobile devices for their exclusive use, according to a [survey and analysis](#) by Coresight Research and Zebra Technologies. Store operations are the area most unserved by mobile devices, with 42% of respondents saying their companies do not use devices for that purpose.

The moment is ripe to transform operations and meet today's most pressing challenges with the right mobile strategy.



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[2025 Connected Retail Experience Study](#)

Benefits of empowering associates with mobile devices

Align with customer expectations

When customers interact with store associates, they are often seeking help or information. In an omnichannel world, those questions may go beyond what's visible on shelves. They may ask if a certain product is available online or what ingredients it contains. They may want the associate to look up what they ordered last time so they can purchase the same item again.

When associates don't have access to real-time information at their fingertips, they miss the opportunity to delight customers and meet their needs in the moment, as well as a potential sale.

Inventory visibility and accuracy is one of the top three challenges in executing store strategy for retailers, according to the Connected Retail Experience study.

When associates have mobile devices in hand, the possibilities go beyond resolving customer issues. They can also leverage artificial intelligence (AI) tools to make customer product recommendations.

Increase employee satisfaction and productivity

Mobile devices that serve as assistants to associates are one way of simplifying tasks and creating greater job satisfaction. The Coresight study found that improved employee satisfaction is one of the top three benefits of equipping employees with mobile devices.

"Many store associates, especially digital natives, expect to have mobile devices at work and having the right digital tools enhances their job satisfaction," Naumann said.

Once a mobile strategy has been deployed, associates also gain tools to easily communicate with one another. Instant messaging and task management tools can make it easier for associates on the sales floor to communicate with those in the back room, improving coordination and responsiveness. This can be helpful for assigning tasks, sharing product information, and addressing customer inquiries.



81% of retailers want their tech investment to improve their associate productivity

2025 Connected Retail Experience Study

Improve operational efficiency

In a constricted labor market, finding and retaining store associates can be a big challenge for retailers. Being able to upskill workers quickly and reduce training costs is front of mind for many in the space.

Mobile devices make it easier for associates to get up to speed with training modules. With easy-to-use mobile apps, new employees can become proficient in a short period of time — something that is particularly helpful for retailers who hire seasonal employees. In short, they can do more with less.

"Investing in mobile solutions for associates is extremely valuable, especially for retailers that have high turnover or a lot of seasonal or temporary staff," Naumann noted.



How mobile technology advances overall retail strategy

Equipping associates with devices is just one aspect of an overall mobile strategy that can improve operations. Those devices communicate with an overall system to enable the real-time, omnichannel visibility essential to success in the retail space today. Key mobile applications include:



Mobile point of sale (mPOS) systems

Key benefits of mPOS include contactless payments, digital receipts, and loyalty program integration. Portability, flexibility, and line-busting also help make the customer shopping experience more convenient. The mPOS system can integrate with inventory management and customer relationship management (CRM) systems for improved customer service.



Inventory management

Mobile apps can track inventory and manage it in real time, improving accuracy, reducing stockouts, and optimizing replenishment. They also make it easier for employees to receive shipments, conduct cycle counts, and manage inter-store transfers. Inventory tracking apps provide better visibility across the enterprise.



Task management and workflow automation

Retailers can leverage mobile solutions for managing daily tasks, checklists, and operational procedures. For example, they can facilitate planogram compliance checks, price updates, and daily opening and closing procedures — making it easier for associates to complete tasks while streamlining workflows, improving efficiency, and help ensure consistency.



Augmented reality (AR)

Many retailers have added AR features that allow customers to better visualize how a product will fit in their lives, from seeing how a pair of eyeglasses looks on their face to imagining how a couch may fit in their living room. AR is a valuable way to create engaging and interactive shopping experiences that blend the digital and physical worlds.



Mobile apps for customers

Of course, any mobile strategy should also include customer-facing benefits. Shoppers can use mobile apps to find their order history, check prices, and look up product information. Apps can also facilitate digital loyalty programs, personalized offers, and ease in-store navigation. This reduces the overall workload on associates and frees them up to delight customers and handle other tasks. It should be no surprise then that the Connected Retail Experience study found that retailers plan to increase their mobile apps with in-store features from 19% in 2024 to 61% in 2026.

What to consider when deploying a mobile strategy

There is no one-size-fits-all strategy when it comes to deploying mobile devices in the retail space. The possibilities are constantly expanding when it comes to what mobile can enable. It's important to consider what features will achieve the goals that a retailer has today and meet its needs tomorrow.

"When evaluating mobile device decisions, it is important to consider all of the current and future use cases for the device and look for devices that can support multiple functions," Naumann said.

A reliable network foundation is imperative

A mobile strategy is only as good as its network. Downtime and dead spots can frustrate associates and customers alike and dampen customer experiences. It's important to provide always-on connectivity with a reliable network to support the proliferation of associate devices and the use of AI-based apps that create additional stress on networks. That's why evaluating network connectivity performance levels at stores prior to deploying bandwidth-intensive devices is a smart strategy.

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Managing devices across your enterprise

As retailers continue to add more mobile devices for store associates, they require additional support from the company's IT department. Companies that don't have the resources to support the additional devices from an onboarding, off-boarding, and technical support perspective may benefit from a device-as-a-service model.

Verizon Business Complete is a service that takes the administrative burden of managing a fleet of devices off retailers' plates and includes smartphone as a service and unlimited talk, text, and data. You can also take advantage of Verizon Mobile Device Management (MDM), which helps your business effectively manage mobile devices and enforce security policies to help keep mobile data protected. It's a particularly good option for retailers with seasonal employees who have a temporary need for devices. Moreover, it is a flexible and scalable solution that can expand with the retailer's needs while offering predictable monthly pricing and no long-term commitment – reducing the time to deploy.



Enhancing customers' in-store cellular connectivity

When store environments have limited coverage for some cellular providers, it can make the shopping experience frustrating for customers.

Verizon Neutral Host Network is a single, shareable wireless infrastructure that enhances in-store cellular connectivity to let your customers use their connected devices regardless of their mobile carrier.





Conclusion

From wow'ing customers to increasing employee satisfaction and productivity, improving operational efficiency and driving sales, there are numerous reasons to deploy a retail mobile strategy today. As retailers face uncertainty and unpredictability in their industry, one of the most important ways they can adapt is to empower workers with technology that helps them achieve success.

[Learn more](#) about Verizon's mobile devices and plans, as well as our in-store network connectivity options.

About Verizon

Verizon Communications Inc. (NYSE, Nasdaq: VZ) Verizon powers and empowers how its millions of customers live, work and play, delivering on their demand for mobility, reliable network connectivity, and security. Headquartered in New York City, serving countries worldwide and nearly all of the Fortune 500, Verizon generated revenues of \$134.8 billion in 2024. Verizon's world-class team never stops innovating to meet customers where they are today and equip them for the needs of tomorrow. For more information, visit verizon.com/retail.

