x-hoppers

Jump ahead of in-store problems and your competition
Connect retail assistants and increase customer conversions

Hey, Rudy,
can you confirm that
we have the red pieces
in stock?

Use Cases Brochure

x-hoppers Use Cases

The overarching focus on price meant e-commerce has become a major part of the retail experience, but some things it can't replace: a great customized in-store experience and instant access to products. Yet plenty of day-to-day issues hold shops back.

The solution is x-hoppers — the complete retail headset system that connects shop assistants and increases in-store conversions.

x-hoppers connects all your shop's employees on one voice channel to ensure your entire team can tackle problems as they arise, creating a more positive in-store experience and helping you increase conversions.

The x-hoppers system is versatile and offers multiple use scenarios. Some of which are covered in this brochure.

Table of Contents:

Announcements and push to talk

Shop assistants wearing the x-hoppers headsets are connected to a single voice channel (broadcast). Each headset is muted by default to prevent chatter on the network. To talk to colleagues, simply press and hold the Talk button, then release it to return to mute.

With x-hoppers, any employee can send an announcement to all in-store shop assistants to get help with the following:

- Hard-to-answer inquiries
- Damaged products on shelves
- Shoplifters or attempted theft
- Security incidents
- Lack of break cover

Employees from other departments can also dial in and join the broadcast at any time from the device of their choice, allowing them to talk to employees on the shop floor or to ask a question, such as requesting information on product availability.

Hey, Rudy, can you confirm that we have the red pieces in stock?
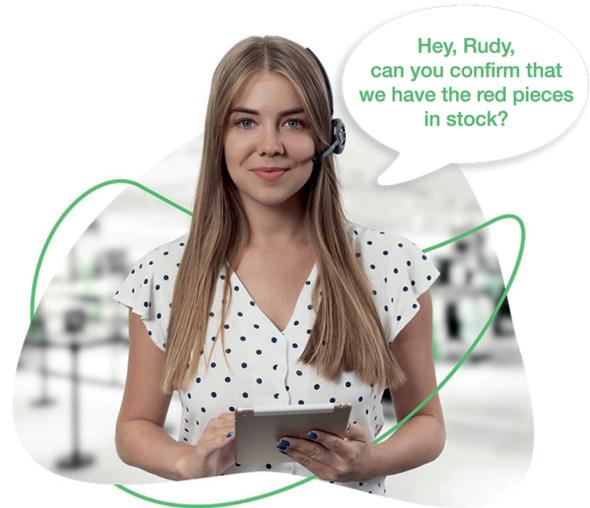
Internal and external calls

Shop assistants can receive direct calls from other employees as well as external calls from customers on their x-hoppers headsets.

To answer an internal or an external incoming call, push the Talk button on the headset twice. If it's a call from a queue, the system will automatically connect you to the next customer.

At any time, you can switch from the external call to the main channel (and back again) with another double push of the Talk key.

QR-code system for in-store customer inquiries

Forget using dusty call terminals that have been touched by many people throughout the day. Transform every product into a touch-free call point instead.

When a customer scans a QR code, shop assistants are instantly alerted that help is needed in the relevant section of the store. In addition to that, customers who scan a QR code can be redirected to a dedicated web page to learn more about the product they're interested in.

Happy Shop

£859

Scan code for receiving assistance and for specs
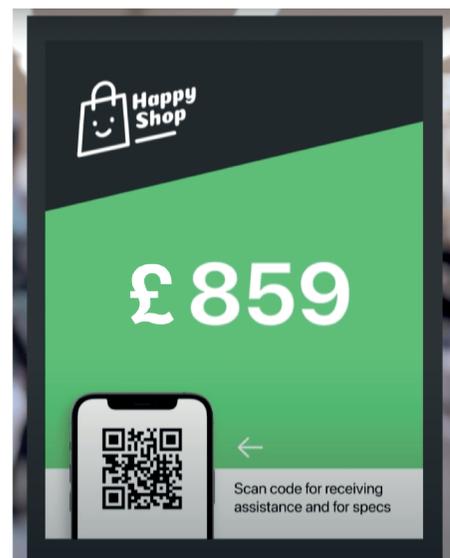
Predictive retail analytics on customer engagement

Analyzing shopper trends is much easier and straightforward for e-commerce. The x-hoppers system extends this effectiveness to physical shops. Thanks to the QR code call system, your store can track customer interest and engagement right in your physical shop.

The system tracks and logs every scan to build big data on how your customers are interacting with product lineups and more — all as you conduct business as usual. This is much more informative than simply measuring footfall or POS purchases for shops with multiple exits and entrances.
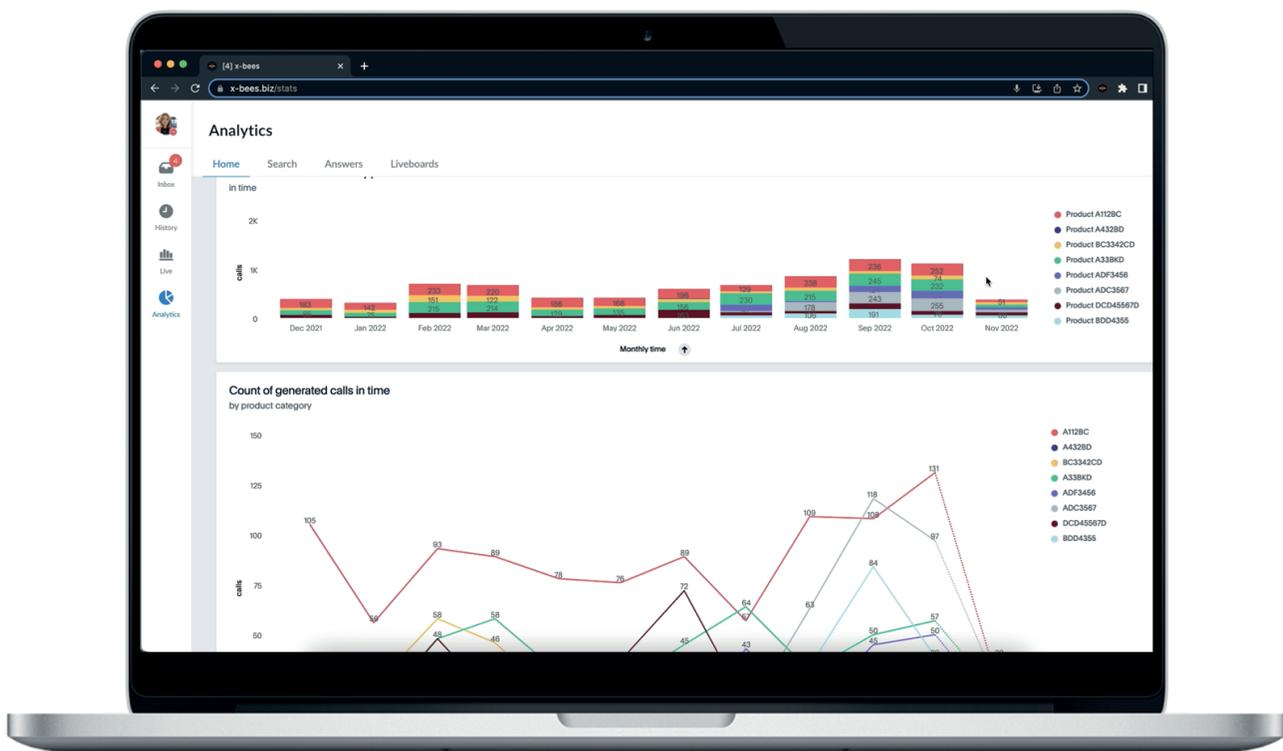
Secure conversations and wide signal coverage

For effective retail communication, headsets need stable networks. That's why x-hoppers is built on DECT (Digital Enhanced Cordless Telecommunications) technology, creating secure and reliable communications on a local channel exclusive to your store. Thanks to DECT capabilities, x-hoppers runs on a secure network unique to your shop and separate from Wi-Fi — after all, Wi-Fi is simply not designed for handling multiple voice signals all at once.

These DECT networks provide seamless signal coverage for stores of almost any size, so your employees can freely move throughout the entire area without worrying about call interruptions.

Increase customer conversions

Till points for self-checkout

While using a self-service checkout, customers occasionally require assistance, especially if an item won't scan or the price doesn't seem right. Instead of looking around helplessly for staff, the x-hoppers system allows customers to request help directly via the till system.

In addition, when a till requires a mandated employee action, such as age-restricted purchase approval or void approval, a call can be generated automatically, alerting personnel that help is needed at a specific till point.

Online chat and call with an expert

By scanning the QR code attached to a product or a product line, a customer can be redirected to the company's e-commerce product page, where they can find the information they need, as well as start a chat with a product expert. This is a great option for those who prefer using chat over other kinds of communication.

Additionally, customers can call a product expert directly. The expert doesn't need to be in the same store. They could be working in another store or even from home. This lets businesses provide expert knowledge across multiple stores and make sure customers get assistance with a much wider range of products.

If you prefer, you can also use tablets instead of printed QR codes. Customers then just tap the screen to initiate an audio or a video call to a product expert.
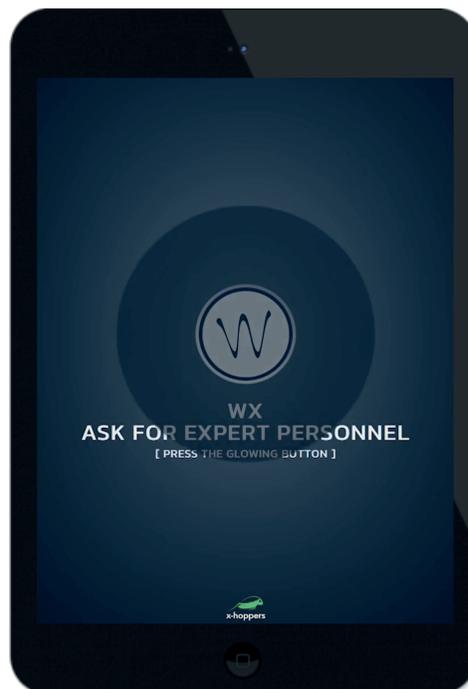
Motion sensors and other in-store equipment

Many customers prefer to shop online and use a convenient click-and-collect service. However, they can become quickly frustrated if they need to wait for an available assistant to retrieve their order. With x-hoppers, as soon as the customer arrives at the collection point, a relevant announcement is made over the broadcast channel: "Click-and-collect number 71 has arrived to collect their parcel".

With the same system, you can connect sensors at the entrance or at any queue area to the in-store communications system. Shop assistants are then alerted in real-time to prevent customers from waiting.

Problems at the checkout

Items that won't scan, cashiers needing change or till rolls — all of these issues cause delays at checkout. Every time a cashier rings a bell to call for help, customers are made aware of a delay. This reduces the positive perception customers have of the store and may encourage them to abandon their purchase — or even worse, convince them to shop somewhere else, resulting in lost future sales as well.

With x-hoppers, cashiers can press the button on their x-hoppers headset or from their POS terminal to talk directly to their colleagues and ask for help, speeding up communications, reducing wait times and minimising disruptions to the customer experience.

QR codes in dressing rooms

QR codes can really come in handy in clothes shops. Often, when trying something on in a dressing room, a customer may want to try on a different size. However, if there's no way to alert a sales assistant, time-strapped customers are likely to abandon their purchase rather than search for help or the item themselves.

Placing x-hoppers QR codes in dressing rooms solves this issue, as shop assistants instantly know when help is required and can provide it quickly.
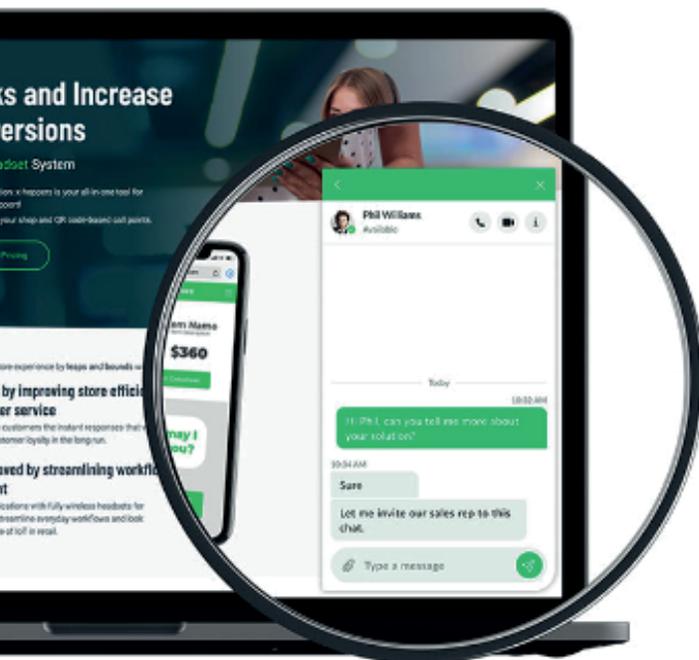
Customer interactions on your website

If your shop has a website, you can add a button or a widget that will connect online customers directly to your sales team. Customers can then interact via chat or voice, with you in complete control over how to route those requests.

You can set up the system to route chats and calls from your website to your contact center and, if needed, call agents can then get in touch with store staff to ask about product availability. Alternatively, you can forward calls from the website directly to an x-hoppers headset instead.

Improve operations and reduce shrink

Veesion AI surveillance system

Stock shrink is an issue across all retail sectors and unfortunately one of the biggest causes of shrinkage is theft. While many stores utilise monitoring systems, these do little to deter perpetrators and are not monitored 24/7.

Thanks to the exclusive integration with Veesion's AI surveillance system, x-hoppers can notify shop assistants instantly about potential theft attempts. Once suspicious behaviour is detected by CCTV, an automatic announcement plays over the broadcast channel, allowing security teams to take action.

AI-powered analytics and transcriptions of conversations

Managers and supervisors need access to analytics and statistics to understand how to improve and streamline retail operations.

Thanks to x-hoppers' built-in analytics system, you can quickly discover who joined the broadcast channel on any specific day, the number of messages broadcast, who was speaking and for how long.

Even better, conversations from the broadcast can be recorded, transcribed and sent to authorized managers for further analysis.

Performance monitoring

Managers can dial into the broadcast at any time to ensure the quality of in-store communications and performance.

Additionally, with x-hoppers, managers can monitor when workers join or leave the broadcast, using call data reports in CDRs for tracking. Just be mindful that the duration of the call indicates the amount of time spent wearing the headset.

Efficient in-store communication that reduces shrinkage

Are you having to throw out frozen items that are abandoned at checkout? Instead of ringing a bell or using the PA system, cashiers can press a button on their x-hoppers headset to ask someone to collect the item from the checkouts and return it quickly to the freezer, saving time and protecting your stock.

Or if it's already too far gone, call over someone to take the item directly to waste. No one wants thawing fish hanging around a till point for too long!

Complete retail communication solution

x-hoppers includes a full monitoring suite behind it and delivers everything you need to ensure call quality remains high and customers are satisfied with every interaction.

Ultimately, however, it's critical to have a communication solution that:
- Improves the customer experience
- Lets your customers access an even broader range of knowledge
- Ensures customers and staff get help in-store quickly and efficiently
- Improves security and monitoring
- Links your e-commerce site with the physical store

Achieve all of this with x-hoppers, the complete retail headset system that connects shop assistants and increases in-store conversions.

x-hoppers: winner of two consecutive **Visionary Spotlight Awards** for Best Emerging Technology Breakthrough (2022) and Overall Excellence (2023)

Ask for a demo:

Connect Retail Assistants and Increase In-Store Conversions

www.x-hoppers.com