x-hoppers

Moving retail communications
beyond the headset

Use Cases Brochure

Why x-hoppers

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 store associates and increases in-store conversions. x-hoppers connects all your shop's employees on one broadcast channel to ensure your entire team can tackle problems as they arise, increasing sales, halving training time and reducing shrink. The x-hoppers system is versatile and offers multiple-use scenarios. Some of which are covered in this brochure.

Use Case Scenarios

Connect teams and eliminate information silos

Announcements and push to talk

Store associates 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 associates 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.

Internal and external calls

Store associates can receive direct calls from other employees as well as external calls from customers on their x-hoppers headsets. All it requires is a double tap on the Talk button to leave the broadcast and answer an incoming call, allowing employees to collaborate and help customers from anywhere on the shop floor. If the incoming call is from a queue, the system will automatically connect the employee to the next customer so that every call is answered promptly.

Hands-free and intuitive to use, the headset allows store associates to switch effortlessly between calls and the broadcast, so no matter where they are in the store, they are always within reach.

Transcriptions and daily recaps

All the chats exchanged over x-hoppers during the day are posted to a dedicated chat, enabling managers to interact with the team using their laptop or smartphone while staying informed about what's happening on the shop floor.

All the conversations are posted as audio files and are transcribed, and daily recaps are also available, saving time to managers and keeping them updated.
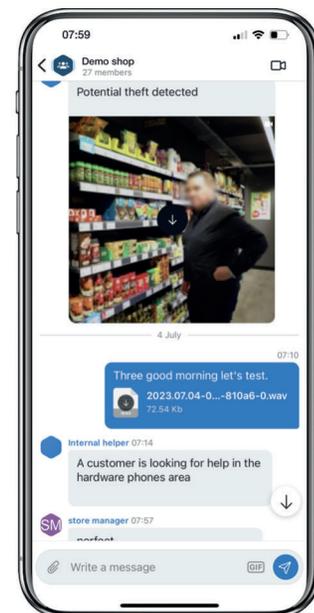
Increase sales

"x-hoppers has helped in our stores massively with customer engagement, it enabled our colleagues to be able to talk and communicate seamlessly, to meet the needs of our customers in terms of directing them to certain areas of the store to spot customers that may be in need of advice."

Gemma Stratford, Project Manager at the Retail and Change Team, Holland & Barrett

Smart call points 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, store associates 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.

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 code-based smart call points in dressing rooms solves this issue, as store associates instantly know when help is required and can provide it quickly.
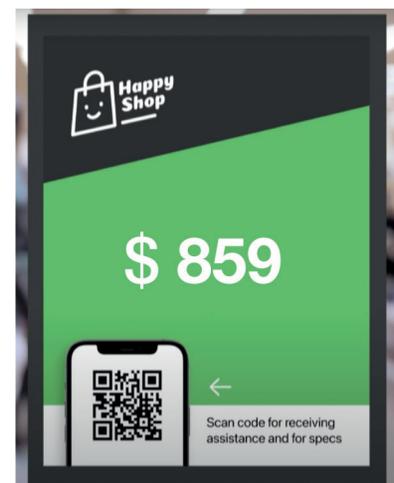
Online chat and call with an expert

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 ensures customers get the assistance they need to make an informed purchase.

If you prefer, you can also use kiosks instead of printed QR codes for your smart call points. Customers then just tap the screen to initiate an audio or video call to a product expert.

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Predictive retail analytics on customer engagement

Analyzing shopper trends is much easier and more straightforward for e-commerce. The x-hoppers system extends this effectiveness to physical shops. Thanks to the smart call points, 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.

Automatic self-checkout alerts

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 checkout machine.

In addition, when a machine 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 machine point.

Problems at checkout

Items that won't scan, cashiers needing change or receipt paper — 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 to talk directly to their colleagues and ask for help, speeding up communications, reducing wait times and minimizing disruptions to the customer experience.

Motion sensors and other in-store equipment

Many customers prefer to shop online and use a convenient in-store pickup service. However, they can become quickly frustrated if they are left waiting too long for curbside or in-store pickup. With x-hoppers, as soon as the customer arrives at the collection point, a relevant announcement is made over the broadcast channel: "Order number 71 has arrived".

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.
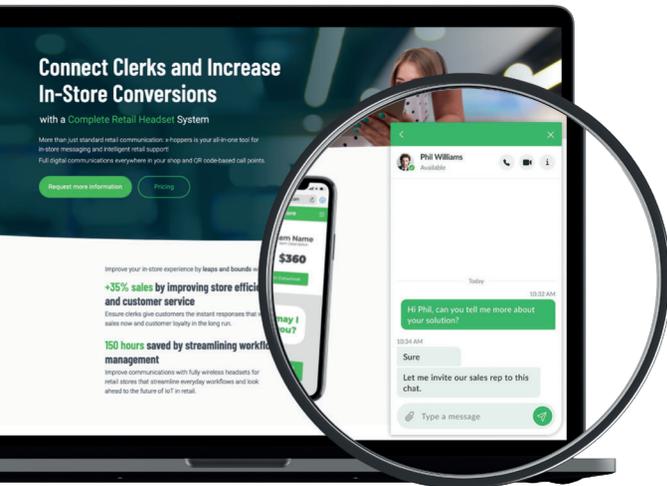
Customer interactions on your website

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.

Cut training time

With an AI Coach delivering knowledge on demand, free your frontline workers to learn on the job and at their own pace, providing you with product experts in half the time.

Training and knowledge on demand

For customers that prefer a more human approach, speaking directly with a knowledgeable sales assistant about a product or service is the highlight of their in-store shopping experience. However, finding an employee that can't or won't help them with their questions is enough to convince them to shop elsewhere.

With x-hoppers, store associates have instant access to an AI Coach right from the headset without ever leaving the customer's side. All the associate needs to do is switch to a dedicated broadcast and ask a question such as, "Which model fridges are compatible with the basic line of kitchen cabinets?" The AI Coach then delivers an audio answer through the headset. This always-on tool ensures employees can answer complex questions from day one and can learn more about your products and services at any time and at their own pace.

Performance monitoring and AI powered analytics

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.

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.

Reduce shrink

"Since the introduction of x-hoppers, we've seen massive change here. Our staff now feel safer. We also have detected quite a huge number of thefts. Just before we had x-hoppers we were looking at shrinkage of about £25,000 a year, which is significant for a small business, and that has been dramatically reduced."

Fiona Malone, *Store Director,* **Tenby Stores & Post Office**

Protect your bottom line with AI theft detection that tracks suspicious gestures and sends alerts directly to your x-hoppers headsets, helping you stop theft in its tracks.

AI theft detection

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

Thanks to AI theft detection software, x-hoppers continuously tracks and analyzes movement on your shop's CCTVs to automatically pick up on suspicious actions that may indicate shoplifting or other threats. Once the system notices a security risk, it issues an automatic alert to staff over the x-hoppers broadcast, adding footage and alerts to chat for easy retrieval. Better than simple surveillance, it brings you reliable, fully automatic tracking of possible threats and breaches.

Enhance your in-store customer service with a 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 is the winner of Frost & Sulivan's **New Product Innovation Award (2023)** and 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