



IMPROVE CUSTOMER SERVICE AND ASSOCIATE PRODUCTIVITY WITH NEXT GENERATION SCANNING

Retail



THE BUSINESS CHALLENGE: CAPTURING NEW BAR CODES AT THE POS AND RETURNS DESK — WITHOUT IMPACTING SERVICE QUALITY

The Point-of-Sale (POS) and the returns desk are two of the biggest choke points in a retail store — and often the last customer touch point for any store visit. Long lines and long wait times can mean a poor final impression, an abandoned sale and a lost customer. But processing transactions as fast as possible in these areas requires the fast and accurate capture of a wide variety of information — from 1D and 2D bar codes that are printed or displayed on the screen of a mobile device to drivers' license information. Any information that your POS system can't capture turns into exceptions that cashiers need to handle manually, making transaction times, wait times and lines even longer.

THE SOLUTION:

The Zebra DS4308 — Next Generation High-Performance Data Capture



When it comes to the top two retail choke points, only the very best in data capture technology will do.

That's why we packed the DS4308 with all the features you need to streamline the capture of all of the types of data required at the POS and returns desk.

And since we know turnover is an issue with the retail store workforce, the DS4308 not only allows your cashiers to capture the more complex data types required today, it makes it easy and intuitive — no training required.

The DS4308 delivers:

- **Next generation scanning performance.** With PRZM Intelligent Imaging, your cashiers will capture bar codes faster than ever before. The megapixel sensor delivers the resolution required for the short and longer distance scanning required in retail — cashiers can capture items at close range as well as heavier items that are better left in the cart — even though they are on the other side of the cashwrap.
- **The advanced technology to scan any bar code, on any medium, in any condition.** Just about every type of bar code imaginable passes through your POS — traditional 1D bar codes and the newer 2D bar codes that hold more information for better inventory management. Whether they are printed on paper labels, plastic loyalty cards or displayed on the screen of a mobile device; in perfect condition or scratched, dirty or poorly printed, the DS4308 will capture them all.
- **Data capture beyond bar codes to streamline more processes at the POS and returns desk.** The DS4308 can do more than capture bar codes. It can also: capture photos of returned products to document condition; turn information on paper forms into electronic records with the press of a trigger; and even automate the collection of information from driver's licenses.¹
- **Can't-miss true 'point-and-shoot' scanning.** With the DS4308, data capture couldn't be easier — it's very intuitive, and no training is required. The largest "sweet spot" in its class allows associates to scan bar codes nearer and farther, regardless of bar code density, at a distance that is comfortable and intuitive. With omni-directional scanning, there is never a need to align bar code and scanner. And the crisp and bright aiming dot has the reach and brightness required for accurate aiming in near and long distance scanning, providing associates with unsurpassed aiming technology.
- **Zebra's signature durability.** When you choose the DS4308, you get a scanner designed to handle all day, every day use inside the store. With Zebra's maximum 6 ft./1.8 m drop rating, the DS4308 delivers dependable operation, despite the everyday inevitable drops.
- **Simple, low-cost management.** A multitude of features combine to bring a new level of management simplicity to the DS4308. Smart auto-host detect cables automatically detect the type of host the DS4308 is attached to, making deployment a snap. And complimentary tools, such as 123Scan2 and Scanner Management Service (SMS), enable automation of initial configuration as well as remote management, driving management time and cost down.

THE APPLICATIONS:

How Will Your Pos And Returns Desks Benefit From Next Generation Scanning And Data Capture?

THE RETAIL POS



CASHIERS CAN NOW...	BENEFIT
Scan virtually any bar code in any condition — smudged, dirty, scratched or poorly printed	Eliminates exceptions Ensures the fastest possible transaction processing times Reduces wait times Improves customer service quality
Scan mobile bar codes that represent coupons, loyalty cards or gift cards displayed on the screen of customer mobile phones	Provides the support required to enable deployment of today's highly cost-effective and successful mobile marketing programs Provides support for shoppers who utilize mobile bar codes for coupons, gift cards, loyalty cards and more Eliminates the need for shoppers to hand their personal mobile phone to a cashier to manually enter mobile bar code data, as well as the potential repair and replacement costs in the event a cashier accidentally damages the customer's phone
Scan bar codes farther than typical standard range scanners	Allows cashiers to easily capture large items in the cart Eliminates the need for customers to lift heavy items for scanning, making it easier, safer and more convenient for customers to shop in your store. Eliminates the need to purchase more expensive long-range scanners
Scan and parse drivers license data ¹	Enables completion of credit card and loyalty card apps with the press of a trigger Allows cashiers to help increase loyalty card holder base without increasing wait times at the POS Provides instant and accurate approval for the purchase of age restricted items — such as tobacco and alcohol — preventing sales to minors that could result in fines
Capture photo of an identification document	Allows retailers to easily comply with government regulations for the sale of certain over-the-counter pharmaceuticals, tobacco and alcohol
Capture photos of a signature	Enables cashiers to capture an electronic version of a signature to complete a loyalty or credit card application

With the DS4308, cashiers have all the technology they need to scan virtually any type of bar code as well as other required data at the POS — faster and more accurately than ever before. The result? Minimal wait times. Fewer abandoned sales. Happier customers. Higher customer retention rates. And a last great impression.

THE RETURNS DESK



The returns desk is often notorious for long lines and wait times, where shoppers find themselves waiting for cashiers to access needed information to complete the return. With the DS4308, cashiers have the technology they need to quickly access the original purchase record and even document the condition of returned items, all in just seconds. In addition, the ability to not only capture driver's license data¹ but simultaneously post that data into a database makes it easy for retailers to create a returns database. This proven strategy can help prevent fraudulent returns, which carry a staggering price tag of an estimated \$8.9 to \$17 billion annually in the U.S. alone² — and are on the rise.

CASHIERS CAN NOW...	BENEFIT
Scan the bar code on the original receipt	<ul style="list-style-type: none">Provides a valuable real-time window into inventory on handHelps prevent stockouts that result in lost salesHelps provide visibility into the buying trends of shoppersProvides the information required to improve the inventory selectionEnsures that seasonal inventory is visible and placed on the sales floor at the right time
Scan and parse driver's license data — such as name, address and birthdate — into a database to track returns ¹	<ul style="list-style-type: none">Enables retailers to collect needed information to track returns — without inconveniencing shoppers or adding to wait timesHelps retailers spot and return potential fraudulent returns from “repeat returners”Protects revenue
Capture photos of returned items	<ul style="list-style-type: none">Provides proof of condition for all returned items, protecting shopper and retailer



**IMPROVE CUSTOMER SERVICE AT YOUR POS
AND RETURNS DESK WITH THE DS4308 —
THE NEXT GENERATION SCANNER THAT CAPTURES
VIRTUALLY ANY BAR CODE, FASTER AND FARTHER.**

For more information, visit www.zebra.com/ds4308
or access our global contact directory at www.zebra.com/contact

1. United States Driver's Licenses only
2. 2012 Consumer Returns in the Retail Industry (based on the NRF 2012 Return Fraud Survey); The Retail Equation; Page 5 and Page 10

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