**ZEBRA**

# Transform the Customer Experience with the Ultimate in Self-Service: CC600 and CC6000 Customer Concierge Kiosks

## The challenge: it has never been more important to deliver superior service inside the store.

When a customer walks through your doors, you need to meet their high expectations to earn a sale. Accustomed to the convenience of a smartphone, today's customers expect access to information and products faster than ever before. In this age of endless shopping and buying choices, it has never been more important to create an exceptional in-store experience with quick access to product information, pricing and availability, and personalized service that sets you apart from other retailers.

## The solution: cater to all of your customers' needs with the ultimate in self-service.

With Zebra's CC600 and CC6000 self-service kiosks, you can give every shopper the concierge-style service of their dreams. These interactive kiosks give customers the best of online and in-store shopping, with all the self-service capabilities they expect—and much more. What can you do with the CC600 and CC6000? The possibilities are virtually endless. You can give shoppers the convenience of self-service transactions like price checks and wayfinding. You can integrate your product catalog, so shoppers can browse your entire inventory instead of only what's on your shelves. You can allow shoppers to easily order items that are out of stock for convenient home delivery or sign in to pick up an order placed online. And you can tie the CC600 and CC6000 to your existing loyalty program to send coupons and special offers directly to a shopper's smartphone while they're in your aisles.

### Powerful self-service features on a cutting-edge Android platform

Whatever your users are looking to do, count on the CC600 and CC6000 to deliver the best possible experience. Support for the latest self-service platform—including an ultra-powerful processor, high-definition multi-touch display, Zebra's industry leading barcode scanning and the latest wireless connectivity—ensures a superior experience for the most demanding interactive and multimedia apps. Android Oreo brings the same familiar Android interface your customers know and love to the self-service kiosks in the aisles of your store.

With the affordable 5-inch CC600, you can put the convenience of price checks, order pickup and other self-service transactions in every aisle or department. The 10-inch CC6000 can be mounted horizontally or vertically and is a brilliant canvas for interactive applications, product demonstrations and digital signage. The CC6000 also supports premium features like a camera for video chat, plus NFC and superior barcode scanning performance. And both models come with powerful tools that make it easy to develop applications —and integrate, deploy and manage your kiosks.

# CC600 and CC6000: Transform the in-store customer experience

| Application | Benefits | CC600 | CC6000 |
|---|---|---|---|
| **Endless aisle: offer customers every item you carry** Shoppers can browse through your entire inventory and purchase a different model or a certain size or color that isn't currently available in your store, all with a few taps. | • Increase sales and basket size<br>• Blend physical and online experiences to create the ultimate merchandising strategy<br>• Empower shoppers to browse, discover, and purchase all on their own | ● | ● |
| **Provide the convenience of self-service price checks** With a quick scan of a product's barcode, shoppers can instantly see a description, image, list price, sale price and much more. Zebra's advanced scanning technology ensures shoppers get dependable lightning fast capture of virtually any 1D or 2D barcode, in any condition. | • Increase customer service and satisfaction<br>• Increase staff productivity: shoppers can handle more routine questions on their own, freeing associates to provide personal attention to more complex needs | ● | ● |
| **Assisted selling: product comparisons and how-to videos** Customers can easily look up information on any product—from its exact location in the store to detailed product information, current promotions and product comparisons to help them find the right model. | • Increase sales and basket size<br>• Empower shoppers to browse, discover, and purchase all on their own | ● | ● |
| **Call for help: instant assistance via voice/video** When a customer in your store needs help, the kiosk can connect them instantly via a voice or video call to the product expert most suited to provide an answer—regardless of whether that associate is in the store, in another store or in a call center. | • Increase customer service and satisfaction<br>• Deliver streamlined service that is a cut above the standard online live assistance experience—shoppers can be routed to the right product expert, the first time | ●<br>Voice only | ●<br>Voice and video |
| **Integrate kiosks with your loyalty/rewards program** Create a powerful direct connection to your customers by integrating kiosks with your existing loyalty program. Loyalty customers can simply tap an NFC-enabled phone or scan their mobile loyalty card to receive personalized coupons and offers for their shopping trip. | • Increase brand awareness and loyalty with powerful, direct-to-customer programs<br>• Improve redemption rates and boost sales with convenient and personalized coupons<br>• The same smartphone that once posed a threat in your store can now help boost sales and customer loyalty | ●<br>Log in via loyalty card barcode | ●<br>Log in via NFC and loyalty card barcode |
| **Double the value with associate-facing applications** The CC600 and CC6000 can provide associates with everything they need to deliver better service and close a sale: access to product brochures and comparisons, real-time inventory across locations, as well as a push-button connection to managers and co-workers for on-the-spot answers. Associates can even access training videos, task lists and more. | • Increase customer service and satisfaction<br>• Improve associate productivity<br>• Deliver maximum return on investment | ● | ● |

To learn more about how you can deliver the ultimate self-service experiences for your customers, visit **www.zebra.com/cc6000 or www.zebra.com/cc600**

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