

# Retail Execs Have Spoken: Now is the Time for Tech-Empowered Associates

Shoppers want more safety, speed and convenience and retailers are stepping up. They're accelerating tech investments to empower associates with real-time access to inventory, prescriptive analytics, and the ability to switch seamlessly between roles. With the landscape rapidly changing, retailers are embracing new solutions to enrich the customer experience and enhance omnichannel shopping.

### Top Associate Frustrations Tech Can Mitigate

**41%**  
Out of stock complaints

**34%**  
Price checks

**33%**  
Reactive replenishment

### Associates Agree These Devices Help Provide Better Experiences

**80%**  
Handheld barcode scanners

**81%**  
Handheld mobile computers with scanners

**62%**  
Wearable computers

### Top Tech Solutions Associates Say Improve Customer Experiences

**79%**  
Real-time inventory visibility

**55%**  
Prescriptive analytics

**74%**  
Self-checkouts

**71%**  
Mobile point-of-sale devices

**70%**  
Social distancing/contact tracing

### Associates Say Mobile Devices Make All the Difference

**55%** find the correct price

**53%** find a product

**49%** answer a customer question

**61%** of retail execs say the pandemic accelerated technology investment plans

Regain retail control with shopper insights from Zebra's 2021 Shopper Study Volume 2.