

**5 WAYS
MULTI-MODAL
UNIFIED
COMMUNICATION
TOOLS ARE
TRANSFORMING
THE RETAIL FLOOR**

EXECUTIVE SUMMARY

Retail operations are moving faster than ever. Shoppers expect real-time inventory updates, rapid issue resolution, and seamless in-store experiences. Traditional two-way radios and siloed messaging apps simply can't keep up. Multi-modal unified communication tools like Honeywell Smart Talk- combining voice, text, image, and video- are revolutionizing the retail floor, enabling teams to collaborate faster, resolve problems instantly, and enhance both operational efficiency and customer experience.

As retail floors become increasingly fast-paced and customer expectations continue rise, communication is no longer just about sending a message- it's about ensuring clarity, speed, and context. Multi-modal unified communication tools like Honeywell Smart Talk give frontline employees the ability to share information in multiple formats, from voice and text to images and video, all in one platform. This isn't just a technology upgrade: it's a fundamental shift in how retail teams collaborate, make decisions, and serve customers.



TRANSFORMING RETAIL OPERATIONS WITH MULTI-MODAL COMMUNICATION

By bridging communication gaps and ensuring that every team member is equipped with immediate, context-rich information, multi-modal platforms empower staff to address challenges as they arise. The following five scenarios demonstrate how multi-modal communication contributes to improvements within the retail environment.

1. INSTANT, CONTEXT-RICH COMMUNICATION

A traditional two-way radio allows employees to send a quick voice message, but sometimes words alone aren't enough. Smart Talk unified communication platform lets retail teams send images or video alongside voice or text, providing immediate context. For example, a store associate can snap a photo of a damaged shipment or a mis-stocked shelf and send it directly to the inventory or merchandising team. This eliminates miscommunication, reduces back-and-forth, and accelerates problem solving.

Smart Talk goes a step further by removing language barriers with automatic translation for text and push-to-talk (PTT) messages. In diverse retail environments where associates and managers may speak different languages, instructions and updates are instantly understood by everyone. This ensures that critical issues like damaged shipments, stock discrepancies, or customer service needs are resolved quickly and accurately, without delays caused by miscommunication. The result is a more connected workforce that collaborates effectively, no matter the language.

2. FASTER ISSUE RESOLUTION

In retail, delays cost money. Whether it's a pricing error, out-of-stock item, or store



maintenance problem, Smart Talk multi-modal tool speeds resolution by enabling real-time collaboration. Employees can instantly tag the right team, share visuals, and document the situation without leaving the floor. By combining communication modes in one platform, issues that took hours or days to resolve can now be addressed in minutes.

3. STREAMLINED TEAM COORDINATION

Retail floors are dynamic environments. Staff schedules, shift changes, and promotions all require smooth coordination. Smart Talk allows teams to switch between channels depending on urgency- voice for immediate alerts, text for task assignments, images for visual confirmations, and video for demonstrations or training. This flexibility keeps everyone aligned and ensures that even new or temporary staff can respond quickly without confusion.

4. ENHANCED CUSTOMER EXPERIENCE

When employees can communicate effectively, customer experience improves. Smart Talk helps companies reduce wait

times, prevent stockouts, and ensure employees can respond to customer questions with confidence. For example, a floor associate can instantly share a product image with a colleague in another store to confirm availability or send a video of a display issue to management for approval. Clear, instant communication directly translates to better service and increased shopper satisfaction.

5. IMPROVED WORKER SAFETY

Honeywell Smart Talk strengthens worker safety in retail environments by combining instant communications with advanced safety features. Employees can send urgent alerts to predefined contacts in the event of an emergency, ensuring rapid response when it matters most. Lone worker monitoring automatically detects if an associate may have fallen or become incapacitated, triggering an immediate notification for assistance. Real-time geolocation tracking gives managers visibility into team members' locations, improving coordination during incidents or evacuations. Together, these capabilities create a safer, more connected workplace where employees feel protected and supported.

CONCLUSION

Smart Talk is not just replacing legacy two-way radios- it is redefining how retail teams communicate, collaborate, and respond in real-time. By combining voice, text, image and video in a single platform, this unified communication platform helps companies reduce errors, accelerate issue resolution, and enhance both team coordination and the customer experience.

The opportunity is clear: instead of continuing to invest in outdated radios, retailers can trade in legacy devices and upgrade to Smart Talk, unlocking faster, smarter, and more connected store operations. Make the switch today and empower your teams with the communication tools they need to stay ahead of the competition.

For more information

automation.honeywell.com

Honeywell Industrial Automation

855 South Mint Street
Charlotte, NC 28202
800-582-4263
www.honeywell.com