Application Brief

CS32 Personal Shopper

TRANSFORMING IN-STORE EXPERIENCES FOR A NEW RETAIL ERA

EMBRACING INNOVATION: AUTOMATION AND SCAN AS YOU GO TECHNOLOGY IN RETAIL

Retailers today are grappling with significant challenges, including persistent labour shortages and rising operational costs, which make traditional business models unsustainable. Automation and innovative retail technologies like scan as you shop (SAYS) are increasingly essential to maintain productivity, streamline operations, and meet the evolving expectations of modern shoppers.

SAYS technology benefits both consumers and retailers by enabling faster, more convenient checkouts while reducing dependence on staff. As the workforce shrinks and customer demand for streamlined experiences grows, adopting such solutions allows retailers to enhance satisfaction, boost efficiency, and secure a competitive edge in the changing retail landscape.

ELEVATING THE SHOPPING EXPERIENCE WITH THE CS32

Personal shopping is rapidly expanding across Europe as innovations in retail technology reshape consumer expectations. Shopper preference is shifting to self-checkout systems, reflecting a desire for more personalised shopping experiences[1]. The growing emphasis on creating satisfying interactions indicates that improved customer experiences can significantly enhance loyalty, with many customers likely to become repeat buyers when they enjoy tailored services[2].

1. Self-checkout: autonomous, fast and modern payment - KPMG in Germany
2. 77% of Shoppers Choose Self-Checkout for Faster Service, According to New Consumer Survey from NCR Voyix1

Honeywell

Additionally, the financial impacts of poor customer experiences are notable; various studies suggest that retailers face substantial losses – estimated in the billions – due to customer dissatisfaction[3]. This context underscores why retailers increasingly view tools like "scan as you shop" as essential strategies for elevating customer satisfaction and fostering long-term loyalty.

Engineered to address multifaceted retail challenges, the Honeywell CS32 Personal Shopper empowers customers and enhances retailers' customer service capabilities, while optimising labour and in-store operations. This powerful device transforms traditional shopping practices into engaging, efficient, and customisable self-service experiences.

ELEVATED SELF-SERVICE EXPERIENCE

The CS32 empowers customers to scan and pay for their purchases efficiently, reducing waiting times and enhancing convenience, while providing instant access to product information, personalised offers, and seamless in-store navigation. This technology not only streamlines the checkout process and minimises friction for shoppers but also enables staff to focus on delivering better service and working more efficiently. Additionally, the CS32 helps decrease inventory loss and offers valuable data insights, supporting retailers in increasing sales and maintaining a competitive edge.

UNMATCHED DURABILITY AND USER COMFORT: DESIGN BENEFITS FOR CS32

Weighing just 360 grams and with a thickness of 13.9 mm, the CS32 is effortless to handle during extended use, providing the best customer experience for self-scanning. Equipped with a 6-inch full HD display, it ensures clarity for product information, retail media, and in-store navigation while embodying the future of retail technology. Moreover, the CS32 is engineered to endure drops of 1.2 metres and subjected to 1,000 tumbles, ensuring durability to be used for all customer age groups preventing damage. Additionally, with its IP30 rating for dust and moisture protection, the CS32 is designed for easy cleaning to maintain a hygienic environment.

The advanced features of this device, such as the N6700 scan engine and robust payment certifications, significantly elevate the retail customer experience. The rapid, ergonomic barcode scanning allows shoppers to move through their lists with ease, minimising delays and reducing frustration at busy times.

POWERING UNINTERRUPTED SHOPPING

Equipped with a robust 6700-mAh battery, the CS32 provides over 20 hours of dependable use, making it perfect for busy shopping environments in grocery or DIY stores even in high seasons. The built-in battery

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3. The Retail Media Revolution: 2024 State of Play and Outlook in Europe - IAB Europe

management system allows retailers to easily monitor battery health, charge cycles and usage, ensuring consistent performance throughout the day. With a rapid charging time of just 4.5 hours, the CS32 remains readily accessible, ensuring it meets store demands, being ready to use for our customers.

SEAMLESS DEVICE MANAGEMENT AND DEPLOYMENT

With its quick 180-second installation, robust security features that safeguard sensitive data, and the streamlined device management provided by Honeywell's Mobility Edge™ platform, the CS32 personal shopper device offers retailers an easy-to-deploy, secure, and efficiently managed solution that ensures both operational reliability and an outstanding customer experience. It also empowers IT teams to proactively address potential threats and optimise device performance.

TRANSFORMING CHECKOUT EFFICIENCY

With NFC technology at the forefront, the CS32 ensures secure and compliant payments while enhancing operational effectiveness through real-time inventory tracking. The CS32 revolutionises the checkout experience with its seamless integration of Honeywell Smart Pay. This innovative solution allows customers to make contactless payments with just a quick tap on their personal shopper devices.

Secure, seamless payment options – including mobile point of sale and tap-to-pay give customers the confidence to complete their purchases quickly and safely, catering to modern expectations for convenience and data protection. This combination of speed, accuracy, and security promotes an efficient, worry-free shopping experience, contributing to long-term customer relationships, encouraging repeat visits and enhancing positive brand perception.

INCREASED LOYALTY THROUGH PERSONALISATION

The CS32 easily integrates with loyalty programs and digital identities, revolutionising the in-store shopping experience. By delivering personalised offers, product suggestions, pricing and other useful information directly to customers, it enhances engagement and fosters deeper connections with shoppers. This level of personalisation not only strengthens customer loyalty but also optimises operational efficiency.

AN ENHANCED SELF CHECKOUT EXPERIENCE AT YOUR FINGERTIPS.

The Honeywell CS32 revolutionises retail by offering an intuitive, high-definition platform that streamlines payment, check-in, and check-out processes. Its integration with tools like Honeywell Smart Pay and Honeywell Operational Intelligence benefits both staff and customers by increasing efficiency, security, and satisfaction. Designed for versatility, the CS32 empowers retailers to optimise operations and deliver seamless service across various retail environments.

The new retail era is here. Contact Honeywell's team of experts to discover how the CS32 can transform your retail operations.

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