

HOW SMART DATA CAPTURE IS TRANSFORMING THE RETAIL EXPERIENCE

Optimizing operations to benefit your store,
your warehouse, and your customers.

Honeywell

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THE EVER-CHANGING FACE OF RETAIL

The e-commerce revolution has changed the face of retail. Having grown accustomed to the instant gratification, choice, and frictionless experience offered by online shopping, today's customers expect the same level of convenience, personalization and simplicity in the physical stores they visit.

When asked what considerations are most important to them when shopping, customers rank convenience third behind price and quality, with 82% of shoppers saying convenience is extremely or very important¹.

Smart data management is becoming more important in meeting and exceeding these changing consumer expectations. In busy retail environments, the efficiency of scanning barcodes and labels, as well as understanding and gaining insight from this data, is critical. It can be the difference between an overstretched team and an engaged one, or a dissatisfied shopper and a loyal customer.

Retailers are looking for scanning solutions to speed up their business processes, rather than hinder them. They need an accurate, fast data capture solution that streamlines the retail journey at every step. For in-store associates that means being able to rapidly pick orders and help shoppers locate specific products. For warehouse staff, it means quickly shelving and storing stock as goods flow in and out, no matter the conditions they're working in. And for customers, smart data capture should shorten the time taken to find specific products, pick up orders in store, and check out using innovative technology like self-scanning and smart carts.

In the following pages, we'll explore how capturing information through a flexible Software Development Kit (SDK), like Honeywell SwiftDecoder™, can transform the experience on the shop floor, in the retail warehouse, and in every customer's shopping journey.²



1. [Numerator Mythbusters: Convenience Report, 2023](#)

2. SwiftDecoder™ is a trademark of Honeywell International, Inc. All rights reserved. Honeywell and its product names are among the trademarks and/or servicemarks owned by Honeywell International, Inc., or its subsidiaries.

CREATING A SEAMLESS WORK ENVIRONMENT FOR STORE EMPLOYEES

1

With customer convenience top of mind for retailers, focus should be on providing the best shopping experience for consumers.

Particularly when customers are looking for specific items or ticking off their shopping list, they expect speed and efficiency in their retail experience. As the first port of call when lost or looking for help, store employees are pivotal in optimizing the buying journey, so if finding and retrieving items is too time-consuming, they will take the brunt of customers' unfulfilled expectations.

This challenge is heightened in sectors like cosmetics, where stock is kept locked away in drawers or behind counters, taking longer to access. Plus, when the shop floor uses low light or labels are hidden and damaged, store employees can end up keeping customers waiting while they struggle to capture barcode data efficiently.

And it's not just customers that benefit from speedy processes.

Retail employees have numerous tasks to complete each shift, and the balance between front of house tasks – assisting customers, stocking shelves, checking prices, and picking orders – with back of store activities – processing goods and storeroom organization – is a delicate one.

To streamline the working day and ensure that necessary tasks are completed to a high standard, store employees need the right technology. And with turnover so high and many retailers taking on temporary staff for busy periods, devices used on the shop floor need to be intuitive and easy to onboard, mirroring the experience workers have using their personal devices.

Retailers also need to enable workers to speed up processes and multitask when needed, with automation that seamlessly integrates with existing technology and devices. Here's where an agile Software Development Kit (SDK) comes in. With the ability to develop their own application using an SDK, retailers can provide store employees with the right information, where and when they need it, helping to speed up processes from front door to storeroom.

Honeywell SwiftDecoder captures data across a spectrum of applications, transforming almost any camera-enabled device into a powerful scanner with capabilities beyond simply capturing barcodes. Working across all your chosen devices, the SwiftDecoder SDK can be developed and tailored to the employees that use it, with personalized features that make it easy to deploy and use. SwiftDecoder not only boosts employee productivity, but also helps improve worker satisfaction. By making day-to-day processes easier and more enjoyable, your business can attract and retain the staff you need to provide a high level of service.

Whether it's speeding up checkout processes or giving employees the ability to find items on the shop floor immediately, SwiftDecoder vastly improves your worker experience by streamlining the way your employees interact with your customers and saving employees time on lengthy manual processes. SwiftDecoder allows your employees to quickly step in with real-time information, answer any questions around product specifications, direct customers to the right item, access pricing information, and help customers check out in an instant. Whatever the workflow, we bring smart enterprise data capture to your staff, helping your business show up better to your customers.

RETAIL WORKER TURNOVER

Exacerbating this pressure is high retail worker turnover, which sits at around:

60%

IN THE US TODAY³

This makes retail the fourth highest industry for average turnover rate behind hospitality, arts and entertainment, and construction.

SWIFTDECODER IN ACTION

SwiftDecoder gives store employees the tools they need to help do their job efficiently – on the device of their choice. Enabling you to add functionality to your existing applications through smart data capture, SwiftDecoder supports Augmented Reality (AR) that can be used to convey information about products. Staff can scan a barcode with any shopfloor device and get real-time updates on delivery dates, live promotions, and visual merchandising through the AR overlay. This way, they can easily identify if an item is about to be out-of-stock to inform future orders, check correct product placement to boost sales, and ensure their store layout adheres to planogram compliance.

3. [News release: Bureau of Labor Statistics, 2024](#)

STREAMLINING OPERATIONS FOR WAREHOUSE STAFF

2

Despite rarely being seen by the customers themselves, warehouse staff are an integral part of the retail supply chain. With customers increasingly expecting rapid delivery and fulfillment, warehouse operations should be as efficient as possible and able to meet evolving demand.

Inventory information needs to be accurate to avoid issues with picking and restocking, eliminate errors, and ultimately reduce the time it takes warehouse staff to complete tasks.

But warehouses present a number of unique challenges for retail staff. Employees may need to scan barcodes in low light, from a distance, amongst a sea of other barcodes, with labels sometimes damaged in transit or during storage. Plus, staff working in grocery sectors may have to use scanning devices in extreme storage temperatures. To keep up with consumer demand, streamlining data capture – and therefore speeding up warehouse processes – is a major priority for retailers. To do this, retailers have to speed up visual recognition, automate key processes, and improve accuracy, all while staying one step ahead of the industry competition.

To save time, boost productivity, and eliminate errors for warehouse staff, retailers need a real-time inventory management solution, and one that works in non-optimal lighting, from long distances, and in all warehouse environments. This requires durable, efficient camera solutions within staff devices, as well as fixed cameras that scan stock, hands-free, as it's brought into the warehouse.

Honeywell SwiftDecoder elevates your camera-enabled devices, ensuring that your warehouse staff never miss a scan first time. SwiftDecoder's AR overlays provide an interactive experience, combining real-world digital information with visual overlays of data and images. This makes the scanning experience easier, more intuitive, and more consistent for your warehouse staff. Plus, the SwiftDecoder SDK is simple to onboard and use for existing staff and seasonal workers, as it can be easily integrated into your existing camera-enabled devices and is fully compatible with all major operating systems and wrappers.



SWIFTDECODER IN ACTION

Every day, your warehouse workers need to locate specific items that are surrounded by visually similar products or packaging. SwiftDecoder's AR technology ensures staff no longer need to spend significant time looking for items, with instant visual displays that make locating the right item a breeze. With SwiftDecoder, your employees don't need to spend time and effort locating the correct parcel, box, or pallet – instead, they simply scan once and can easily find the product they need and its storing location.

ELEVATING EXPERIENCES FOR CUSTOMERS

3

In today's world of e-commerce, technology has become a key way of reinventing brick and mortar stores.

With consumers wanting exceptional customer service and personalized, consistent experiences across all channels, traditional retailers are looking to technology to help create more engaging shopping experiences and increase the availability of information in store.

As well as wanting the same information and experience in-store as they can access digitally, customers want their shopping experiences to be convenient above everything else, with technology like self-scan and retail kiosks growing in adoption. Smart shopping carts, for example, are a rapidly growing technology in the retail space. Equipped with technology like scanners, sensors, and cameras to directly record and pay for items within the cart, as well as displaying shopping lists and product recommendations, the smart cart market is anticipated to grow at a CAGR of 25.8% by 2032⁴. Evidently, the preference for connected, but touch-free shopping is top of mind for consumers.

To drive a more connected customer experience that inspires shopper loyalty, technology that transforms the in-store journey is essential. For example, interactive displays that give customers more information about your products, such as allergens or real-time promotions, or camera-enabled devices at checkout to ensure shoppers move through the store swiftly. The possibilities for innovation are endless, so a partner with experience and knowledge of the entire retail supply chain is key.

Honeywell SwiftDecoder gives you the tools you need to create a more unified customer experience, with an SDK that integrates seamlessly within your devices and applications. SwiftDecoder's AR capabilities allow customers to find and select the right products, see live information on items, and speed up the checkout process for self-scanning experiences.

By integrating into the technology that your customers use already, SwiftDecoder ensures that scanning is intuitive and consistent. This ensures that customers move through the store and checkout as quickly as possible, giving your shoppers the convenience of a digital shopping experience, all while they're immersed in your store.



CUSTOMER EXPERIENCE

Customer experience is clearly vital to the loyalty of shoppers, with:

32%

OF CUSTOMERS

saying they would stop doing business with a brand they loved after just one bad experience.⁵

Needless to say, the potential financial and reputational impact of this is huge.

SWIFTDECODER IN ACTION

When shopping in your store, customers can use SwiftDecoder to simply point their device at an item and unlock everything they need to know about it. The AR display can inform users if an item contains an allergen, the cost of the product, and its unique specifications. Not only does this help shoppers make well-informed buying decisions, but it also makes the experience more immersive and engaging, mirroring digital retail experiences and motivating customers to return to the store again and again.

4. [PwC – Experience is everything: Here's how to get it right – Report, 2018](#)

5. [FinTech Futures – Smart Shopping Cart Market To Reach USD 12.5 Billion By 2032 | DataHorizon Research, 2024](#)

DELIVERING RELIABILITY IN RETAIL

Customer experience is at the center of this new era of retail. A reliable store with a high quality of service is more likely to have a good reputation with its customers.

For operations to run smoothly and meet escalating expectations, data scanning and collection should be seamless, speedy, and able to operate in the industry's most complex workflows and challenging environments.

Developed by a market leader in barcode scanning, SwiftDecoder is a reliable, comprehensive, and easy to integrate SDK that supports a huge range of devices, operating systems, wrappers, and scanning modes. Built on Honeywell's proven algorithms, SwiftDecoder leverages Honeywell's 50 years of scanning innovation to offer robust functionality and dedicated, expert support. And with our subscription model, service is seamless thanks to automatic updates, regular new releases, flexible pricing, and tailored licencing.

With SwiftDecoder, you can achieve and maintain maximum performance beyond just barcode scanning, finding efficiencies from the shop floor to the warehouse. Boost productivity, speed, and accuracy with smart data capture that transforms your customer experience and future-proofs your business.

DOWNLOAD OUR DEMO APP

Turn your device into a powerful scanner today with our SwiftDecoder Demo App. You can test a wide range of scan modes that work across industries, including beyond barcode data and image capturing capabilities like optical character recognition (OCR), and ID scanning. Click the links below to download the demo app or search 'HONEYWELL BARCODE SCANNER' in your app store.

[Download from the Apple App Store:](#)



[Download from the Google Play Store:](#)



REGISTER FOR A FREE TRIAL

Get your project started with a 60-day SwiftDecoder free trial. Simply provide the information requested to complete the [Trial Software Agreement](#) and a Honeywell representative will get in touch to organize your trial license. You can also access our trial program from the SwiftDecoder Demo App.

For more information

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