THE CONNECTED

Retail Store

How Reliable Cellular Connectivity Improves Customer Experience, Operations, and Safety



Is Poor Cellular Coverage Holding Your Retail Business Back?

From mobile shopping and payments to inventory management, employee communications, and safety systems, reliable indoor cellular coverage helps keep stores running smoothly.

Customer Experience

Support mobile shopping, loyalty programs, and connected checkout.

Retail Operations

Keep inventory systems, employees, and store technologies connected.

Safety & Security

Support emergency communications, monitoring systems, and IoT sensors.

Better Connectivity Creates Better Shopping Experiences



Supporting Revenue Goals by Meeting Customer Expectations

The smartphone is central to the technological transformation of the customer experience – it is the device of choice for shoppers, and therefore is key to in-store satisfaction. Customers use their smartphones to engage with other in-store technology and make those systems more effective in terms of delivering expected ROI.

How Cellular Connectivity Supports Retail Customers



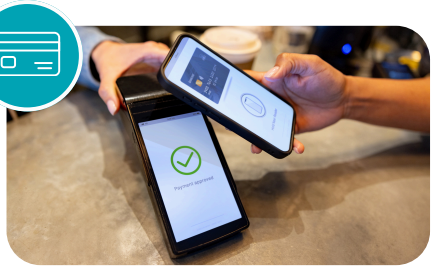
Product Information & Mobile Engagement

Help shoppers access product details, online information, and personalized offers while browsing in-store.



Loyalty Programs & Digital Coupons

Support customers using retail apps, rewards programs, and mobile promotions throughout their shopping journey.



Mobile Payments & Checkout

Reliable connectivity helps support mobile payment applications and connected checkout experiences.

85% OF SHOPPERS

Will **NOT** follow through the steps to connect to in-store Wi-Fi.

In practice, only ~15% of shoppers will follow through the steps to connect to in-store Wi-Fi – no matter how good it is or how easy it is to access. A full wireless strategy, including public cellular, private cellular, and an IoT sensor network, is needed to meet the connectivity demands of consumers and the systems and apps they routinely interact with while shopping.

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Smarter Operations with Connected Technologies



Improve Efficiency and Productivity Throughout the Store

The smartphone has become the device of choice for store employees. Reliable cellular connectivity helps support their productivity, reduces training costs, and enables the systems and applications that keep retail operations running smoothly.

Key Operational Applications



Inventory Control, Stocking, and Warehouse

Keep inventory and warehouse operations connected and efficient with mobile devices and real-time data.



Employee Communications

Give employees access to operational playbooks, team messaging, and real-time feedback so they can stay connected and productive throughout the store.



Point-of-Sale and Store Systems

Enable payment systems, self-service kiosks, equipment for the store, and a backup and redundancy for other networks.

Do More with DAS

New technology allows retailers to leverage their indoor cellular coverage infrastructure to support IoT sensor networks and high-speed store applications. These modern solutions elevate DAS from a basic cell phone signal boost to a two-way connectivity core capable of supporting store operations and data transfer.

Safer Stores with Reliable Connectivity



Prevent Incidents. Improve Response.

Retailers face growing challenges related to customer theft, cybercrime, and workplace violence. Reliable indoor cellular connectivity helps support a range of safety and security measures — both for prevention and response.

Key Safety and Security Applications



Emergency Communications

Improve access to 9-1-1, panic buttons, call buttons, and mass communications to help protect employees and customers.



Security Monitoring

Keep security systems, cameras, and monitoring devices connected so teams can quickly identify and respond to incidents.



Environmental Monitoring

Detect leaks and other issues to help prevent slip-and-fall incidents and maintain food safety.

A Safer, More Resilient Retail Environment

Reliable in-building cellular connectivity helps retailers keep people, devices, and critical systems connected. This supports both prevention and response, reduces risk, and helps create a safer environment for employees and customers.

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Nextivity Retail Solutions

Reliable In-Building Cellular Coverage for Every Store Environment

From individual storefronts to large retail chains, Nextivity delivers intelligent cellular coverage solutions that help retailers connect customers, employees, and operational systems.



Featured Solutions

CEL-FI GO G43

In-Building Cellular Coverage for Smaller Retail Spaces



Combining unmatched performance with ease of installation, CEL-FI GO G43 provides "small box" stores, quick-serve restaurants, and branch offices a fast way to improve cellular connectivity for customers, employees, and operations. The system solves in-building coverage challenges for up to three mobile network operator (MNO) signals.

CEL-FI QUATRA 4000

Scalable Cellular DAS for Larger Retail Environments



The CEL-FI QUATRA 4000 is a powerful in-building coverage solution designed for large retail stores, multi-location retailers, and complex environments. With scalable architecture and fiber hub options, it delivers reliable coverage and supports advanced connectivity needs.

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Nextivity provides intelligent in-building cellular coverage solutions that help retailers improve customer experiences, support operations, and strengthen safety.

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Alliance provides wireless network infrastructure and in-building signal enhancement solutions, supported by engineering expertise, technical assistance, and training services.

We help integrators, contractors, and resellers identify and deploy connectivity solutions for their customers.

Ready to Improve Connectivity Across Your Retail Locations?

www.alliancecorporation.ca/manufacturers/nextivity/ | *1-888-821-4797*