Retail customers expect a simple, seamless experience no matter what channel they choose. Yet in-store associates often lack the tools they need to deliver the products customers want, when and where they want them. Easy access to powerful inventory systems, data, and mobile devices ensure they can deliver the product and a top-notch customer experience.

Check out this inventory management solution in action to see how smart technology is changing the way associates work.

A customer asked about jeans and a shirt she had viewed on her mobile device in the store. Using the tablet kiosk linked to the inventory system, the associate found the items.

As the associate completed the sale on the spot using her mobile POS, merchandise was already restocked on the floor, ready for the next customer.

Managing inventory to ensure this customer found what she wanted when she wanted it required that the associate have access to critical inventory data along the entire supply chain. It also required access to customer data regarding preferences and buying behaviors.

Data analytics platforms and machine learning effectively deliver and manage massive quantities of customer, merchandise, vendor and supplier data and provide associates with access to insights and inventory decision-making in real time. Smart technologies like these help to understand why inventory may be over or under, and also build a baseline for measurement.

Learn more about the latest news, insights and trends in retail technology by visiting biztechmagazine.com/retail. Call 800.800.4239 to set up a consultation with a CDW inventory management expert or visit CDW.com/retail for more information.