



# NRF 2025: Shaping the Future of Retail Powered by Intel



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The retail industry is transforming with Intel-powered oona tablets, enhancing customer experiences and operational efficiencies.

## oona Enhances Retail Operations with Intel-Powered Mobile Devices

The retail industry is currently navigating a period of significant transformation, driven by the need to enhance customer experiences and streamline operational efficiencies. One of the most promising advancements in this sector is the integration of mobile devices in the various store processes. The oona 8 solution and oona 10 solution tablets, powered by Intel are designed to empower frontline workers, offering a range of benefits that can significantly improve retail operations and guarantee smooth uncomplicated integration in the IT infrastructure and ensure compatibility with existing operating systems.

### Addressing Retail Challenges with Mobile Technology

Retailers face numerous challenges, including high turnover rates and competition for associates from other sectors. According to recent data, the retail industry has a turnover rate of around 60%, leading to increased costs for onboarding, training, and recruiting. Additionally, the complexity of day-to-day work leaves 79% of associates feeling stressed, which impacts both employee satisfaction and customer service.

Mobile devices, such as the oona 8 solution and oona 10 solution tablets, play a crucial role in addressing these challenges. These versatile devices assist associates in a wide range of tasks, from stock management to point-of-sale (POS) operations. They streamline training and daily operations, enable upselling, and significantly enhance the overall employee experience. This, in turn, boosts customer satisfaction and encourages repeat visits.

Modern mobile devices are powerful mobile computers that can transform retail workflows. oona tablets can be used throughout the entire retail process, including:

To learn more about oona visit their [website](#).

1. **Stock Management:** Associates can use oona tablets to track inventory levels, manage stock replenishment, and conduct real-time stock checks, ensuring that shelves are always well-stocked and organized. Thanks to the large number of add-on accessories, such as scanner frames, countless use cases can be covered with just one device.
2. **Training and Operations:** These devices provide access to training materials and operational guidelines, helping new hires get up to speed quickly and efficiently. They also support ongoing training for existing staff, ensuring that everyone is knowledgeable about the latest products and procedures.
3. **Customer Interaction and Upselling:** With customer-facing NFC capabilities, oona tablets facilitate seamless and personalized interactions. Associates can process contactless payments, access customer loyalty programs, and make personalized product recommendations, enhancing the shopping experience.
4. **Point-of-Sale (POS) Operations:** oona tablets can be used as mobile POS systems, allowing associates to process transactions anywhere in the store. This flexibility reduces wait times in queues in the checkout area, for example and improves the overall efficiency of the checkout process.

### **The Capabilities of oona Tablets**

oona's Intel-powered tablets, the oona 8 solution and oona 10 solution, are at the forefront of this technological revolution. These devices offer several advantages for frontline workers in the retail industry:

1. **Enhanced Customer Interaction:** With customer-facing NFC capabilities, oona tablets allow associates to provide a seamless and personalized shopping experience. Customers can easily make contactless payments, access loyalty programs, and receive personalized recommendations based on their purchase history.
2. **Improved Efficiency:** Oona tablets enable associates to manage inventory, process transactions, and access training materials all from a single device. This reduces the time spent on administrative tasks and allows associates to focus more on assisting customers.
3. **Intelligent Clienteling:** The latest generation of mobile devices, including oona tablets, can AI-powered tools. This technology enables associates to offer hyper-relevant recommendations, create personalized shopping experiences, and even generate images of outfits for customers, enhancing the clienteling process.
4. **Employee Empowerment:** Providing associates with devices makes them feel more valued by their employers. oona tablets allow employees to set their own schedules, access company policies, and communicate with coworkers, contributing to higher employee retention and satisfaction.

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### Practical Applications in Retail

The integration of oona tablets in retail settings has numerous practical applications. For example, associates can use these devices to add forgotten items to a BOPIS (buy online, pick up in-store) order at pickup, leveraging order histories to make relevant suggestions. Additionally, new hires can access a customer's accumulated history with the retailer, allowing them to provide a personalized shopping experience similar to that of a long-acquainted personal shopper.

Moreover, oona tablets serve as intelligent work hubs, enabling associates to consume training videos, look up company policies, and make changes to their work schedules. This flexibility allows employees to spend more time with customers, improving the overall shopping experience.

### Conclusion

[Intel-powered](#) mobile devices, such as the oona 8 solution and oona 10 solution tablets, are transforming the retail industry by empowering frontline workers and enhancing customer experiences. These devices offer a range of benefits, from improved efficiency and intelligent clienteling to enhanced customer interaction and employee empowerment. As retailers continue to face challenges in hiring and retaining associates, the adoption of advanced mobile technology will be crucial in driving success and staying competitive in the market.

By leveraging the power of oona tablets, retailers can create a more efficient, personalized, and satisfying shopping experience for both employees and customers, paving the way for a brighter future in retail.

oona is a brand of Aava Mobile, the leading innovator in the global enterprise device market and a valuable member of the Intel Builders Retail Community.

To learn more about oona visit their [website](#).

#### Company Name

Aava Mobile™

#### Solution Name

oona tablets

#### Booth Info

ID Tech

Booth #833



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