

2

Mobility

STARTER

How mobile are you? Complete the questionnaire and then compare with a partner.

When you are on the move, how often do you:			
	Never	Sometimes	Often
Speak to family?			
Speak to work colleagues?			
Speak to customers?			
Buy something?			
Check your bank account?			
Listen to music?			
Send emails?			
Write presentations?			
Build spreadsheets?			
Access an information database?			
Download and use a new application?			
Use Location-Based Services?			

Discuss what device you use for these activities.



1

MOBILE DEVICES

Listen to the conversation between Antonia Gomez, who runs a small food export company, and Kate, a sales assistant in a branch of TopTech, a chain of technology shops. She is explaining what communications technology she needs and Kate is giving her advice.

Match the sentence halves to complete what Antonia says she needs to do.

- | | |
|----------------------------|---|
| 1 it's not very convenient | a charging my phone in a customer's office |
| 2 it's a bit embarrassing | b be able to do all these things on the move |
| 3 I want | c emails all the time |
| 4 I send and receive | d be able to read the attachments |
| 5 I need to | e the basic functionality of my current phone |
| 6 I'd like to | f only being able to access all my information when I'm in the office |

TECH TUTORIAL

Bluetooth

A technology that allows short-range, wireless connection between devices

LBS= Location-Based Services

Information, products, or services provided to you based on the location of your device (using GPS or the mobile network)

GPRS = General Packet Radio Service

Provides packet-based connections on mobile networks

GPS = Global Positioning System

Allows receiver to identify its position anywhere on earth



- 2 Listen again and complete the two tables of features for the SuperMob 360 and the Silver Lite A2. Tick (✓) the features that Kate mentions.**

Microsoft Internet Explorer

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SuperMob 360

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GSM	
GPRS	
GPS	
FM radio	
Camera	
Email	
Internet	
Data transfer 1GB/month	
Data transfer 2GB/month	
Battery life 4hrs	
Battery life 8hrs	

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Silver Lite A2

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External mouse	
Full keyboard	
Core 2 processor	
Wireless broadband	
Wi-Fi	
Bluetooth	
Screen size 14"	
Screen size 16"	
Weight 3.5kg	
Weight 2.5kg	

3 Work with a partner. One of you is a sales assistant and the other is a customer. Look at the language box below and role play the situation.

PARTNER FILES

Partner A File 2, p. 75
Partner B File 2, p. 77

EXPRESSING NEEDS AND RECOMMENDING

Needs

I want...
I need to...
I'd like to...
It's not very convenient only...
It's important for me to...

Recommending

What I'd recommend is ...
I'd go for ...
It would be worth getting ...
You should get ...
You could try ...

4 Imagine you are Antonia Gomez. You want to buy the SuperMob 360 but it isn't in stock and the sales assistant needs to go to the warehouse to check she has the Silver Lite A2. What would you do?

- 1 Walk out of the shop and buy the same products online (they will probably be cheaper).
- 2 Wait to see if they have the laptop.
- 3 Tell the sales assistant to call you once she has the products you want.

MOBILE TECHNOLOGY IN RETAIL



5 Antonia Gomez walked out of the shop and bought the products online. This is not the first customer TopTech has lost due to similar problems. Listen to the message Bob Murray, the store manager, left Malcolm Frith, TopTech's IT Director. Complete the table below with his complaints.

Supply chain	Warehousing	Tills	Customer service
Can't see what's going out and what's coming in			

6 Complete the email that Malcolm sent Bob with the words in the box.

terminals • schedules • chain • trends • converged • continuous • stock • renewal

Dear Bob

I'm sorry to hear about the business issues you are experiencing due to our IT infrastructure. There has been a lot of activity in the background and we are on the verge of a major IT _____¹ programme that will address your concerns. Please read the attachment to this email which details what the new system will do.

Basically the new system will give you complete supply _____² visibility, guaranteed _____³ replenishment of stock, electronic tagging, electronic point-of-sale _____⁴, and _____⁵ fixed-to-mobile phones.

As well as the systems outlined in the attachment we will all receive better management of information from the new systems. Store Managers will receive a number of automatic reports at 0900 every day, detailing the previous day's trading, _____⁶ levels, delivery _____⁷, and buying _____⁸.

I hope this helps address some of your concerns. Please feel free to contact me to discuss the rollout schedule for your particular store.

Regards, Malcolm

7 Read the attachment.

Supply Chain

Single, fully integrated Supply Chain Management solution to be implemented. This will:

- give visibility across the supply chain from store/warehouse to distribution centre.
- give information on what suppliers are manufacturing and when products will be available.
- host new servers and applications at TopTech data centre with rollout of new IP network to all stores & suppliers.
- display stock levels in real time so when an item is purchased a replacement order is automatically placed with suppliers to replenish stock.
- automatically schedule a delivery when stocks reduce to a certain point, to ensure new stock arrives at store before inventory depletes.

Warehousing

RFID solution to be implemented. This will:

- tag all goods to make them identifiable at all times throughout supply chain.
- allow sensors in loading bay and warehouse to monitor deliveries, locate items in warehouse, and track purchases.
- reduce shrinkage through increased monitoring.

Tills

Legacy equipment to be replaced with EPOS touch screen terminals. These:

- can be positioned anywhere in store and connect via wireless LAN.
- have software to allow staff to check stock levels and give customers up-to-date information allowing staff to suggest alternative products if others not in stock.
- include two wireless Waiter Pads per store which staff can use as mobile tills as they attend customers anywhere in store.
- use latest chip and pin technology for increased security.
- will be integrated into supply chain and data centre with new pricing and campaign information uploaded daily.

Customer Service

- single number for customers to call with calls handled at a centralized call centre to keep store staff free to deal with customers.
- all staff to be issued with a cordless phone to receive any calls that do have to come through to the shop floor. These phones are converged fixed-to-mobile phones which operate as telephone extensions in store but operate off-site as mobile phones without call interruption.

8 Find words in the attachment that mean:

- | | |
|--------------------------|----------------------------------|
| 1 are making | 5 runs out |
| 2 installing new systems | 6 loss of stock |
| 3 show | 7 old and out of date |
| 4 bought | 8 not in the company's buildings |

TECH TUTORIAL

EPOS = Electronic Point Of Sale

A networked and programmable electronic till

RFID = Radio Frequency IDentification

A system of tags and readers that communicate information via radio frequency

LAN = Local Area Network

A computer network covering a local area, such as a home or an office

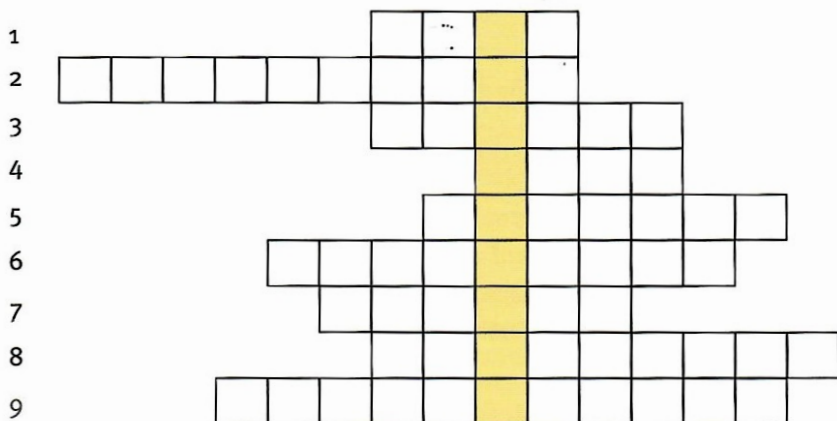
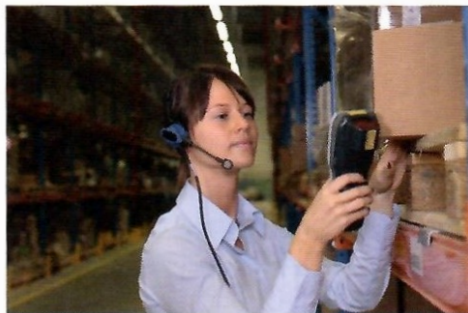
- 9** Complete the email that Bob sent to his staff about the new systems. Use your notes from exercise 5 and the details in Malcolm's email attachment to explain, in simple terms, what the new system will mean for the staff.

Hi all,

I know that you have all been frustrated by the problems we have with our technology. I have been in contact with our IT director and he has told me that they are implementing a new system which should make everything better. The fully integrated Supply Chain Management solution will mean that we will be able to see exactly what's coming and going...

- 10** Use the clues to complete this puzzle and find the hidden word related to stock planning.

- 1 An acronym for a system of tagging products
- 2 A document that accompanies an email
- 3 A *Blackberry* is a type of *hand-held* ...
- 4 An acronym for a type of electronic till
- 5 Laptops can be *Wi-fi*...
- 6 A technology that allows short-range, wireless technology
- 7 To put something on to a system such as the internet
- 8 A place to store goods
- 9 The process of getting goods from manufacturers to shops (two words: 6, 5)



LOCATION-BASED SERVICES

11 Match the words with the definitions.

- | | |
|--------------|--|
| 1 Mapping | a finding the best route from one point to another. |
| 2 Tracking | b following the progress of a moving vehicle or person |
| 3 Navigation | c creating an image or diagram of an area |

When do you or your company use a *mobile* device to help with each of these?

Can you think of any uses that other organizations (e.g. police, insurance companies) have for these technologies?



12 Antonia Gomez is thinking of opening a retail outlet for her food products and is interested in understanding how to apply location-based services to attract customers to her outlet. She attends a seminar on the subject at a retail and mobility conference to find out more.

Listen to the seminar and match the words with the meanings.

- | | |
|-----------------------------|---|
| 1 geomarketing | a gives personal information to (a service) |
| 2 subscribes to (a service) | b time taken to travel from a satellite and back |
| 3 inputs to (a service) | c advertising to people depending on where they are |
| 4 mash up | d pays a regular amount for (a service) |
| 5 transit time | e an electronic signal sent by a satellite to a mobile device |
| 6 timing signal | f combine different types of information from different sources |

13 Listen to the extract again. Say if the following statements are TRUE (T) or FALSE (F).

- | | |
|--|--------------------------|
| 1 Most smart phones can use GPS technology. | ☐ |
| 2 Antonia could alert people with mobiles that they are near her shop. | ☐ |
| 3 Geomarketing can give consumers useful local information. | ☐ |
| 4 Antonia is planning to open a chain of pizza restaurants. | ☐ |
| 5 A user's location can be calculated to the nearest 60 metres. | ☐ |
| 6 Antonia thinks the system would be suitable for her business. | ☐ |

14 In your opinion, what are:

- the two biggest advantages to a business of using location-based services?
- the two biggest advantages to a consumer of using location-based services?
- the two biggest disadvantages to a business of using location-based services?
- the two biggest disadvantages to a consumer of using location-based services?

Compare your opinions with a partner.

OUTPUT

Read the article and answer the questions.

Retail Week

Latest retail news, jobs, analysis and market data

Cash, card or mobile phone?

Right now, retailers need to get to grips with the dawn of contactless payment

In the past week there has been a raft of announcements and news on alternative payment methods. Technologists everywhere are still convinced that they can come up with something better than cash for smaller transactions.

The alternative method that retailers must consider in the immediate future is contactless payment. A few stores in London have gone live with the Barclaycard Business contactless payment system already, more than 1,000 other sites have signed up to use it, and 3,000 consumers have registered their interest in the system's OnePulse contactless card.

A recent YouGov survey commissioned by an ATM operator highlighted that consumers have fraud concerns about contactless payment. Yet similar surveys of online shopping also tend to highlight significant fraud fears, while the number of people and volume of their online transactions continues to grow.

In the longer term, the techies are still betting on the mobile phone becoming the new wallet. PayPal has gone live with a mobile payment system already. Others are still very much a work in progress; such as the mobile payment system dubbed GPay that it has emerged Google has filed a patent for.

Another, PayFort, is a mobile payment scheme for transactions under £10 that all five major mobile network operators have signed up to. At present, it is only really being used to pay for mobile phone content. However, the plan is to expand this so consumers can make payments to online retailers when they access their sites via mobile phone.

If this seems far-fetched, just take a look at some of the retailers that have registered for .mobi internet domains – a type of web site address that highlights the fact that the site has been optimised for viewing on a mobile device.

It is good practice to buy any domain that may pertain to your brand. However, it is interesting to note that innovative retailers such as Amazon and Tesco have already secured domains that will allow them to launch mobile-optimised sites, should they wish.

Say if these statements are TRUE (T) or FALSE (F).

- 1 The Barclaycard Business contactless payment system is already being used in London. ☐
- 2 Contactless payment systems carry a greater fraud risk than online shopping. ☐
- 3 It seems likely that mobiles will be increasingly used for making payments. ☐
- 4 Major retailers are worried about the competition from mobile-optimised sites. ☐

OVER TO YOU

- Do you know of any other systems of contactless payment?
- Do you think we will ever stop using cash? If so, when?
- Do you think that contactless payment and other electronic forms of payments are more open to fraud than traditional forms of payment?
- Do you know of any retailers that have registered for .mobi internet domains?