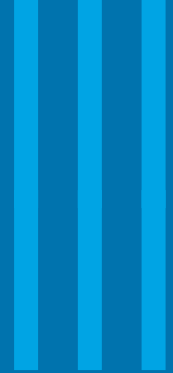
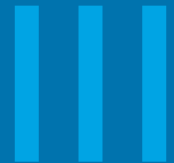




NRHA

**All-Industry
Conference**

Evolving Technology





Eric Hassett

Owner & President
Hassett Ace Hardware



Matt Woods

President & CEO
Woods Hardware

TECHNOLOGY

How can we use technology?



Technology is used to attract, service and sell to the customer outside of the store.

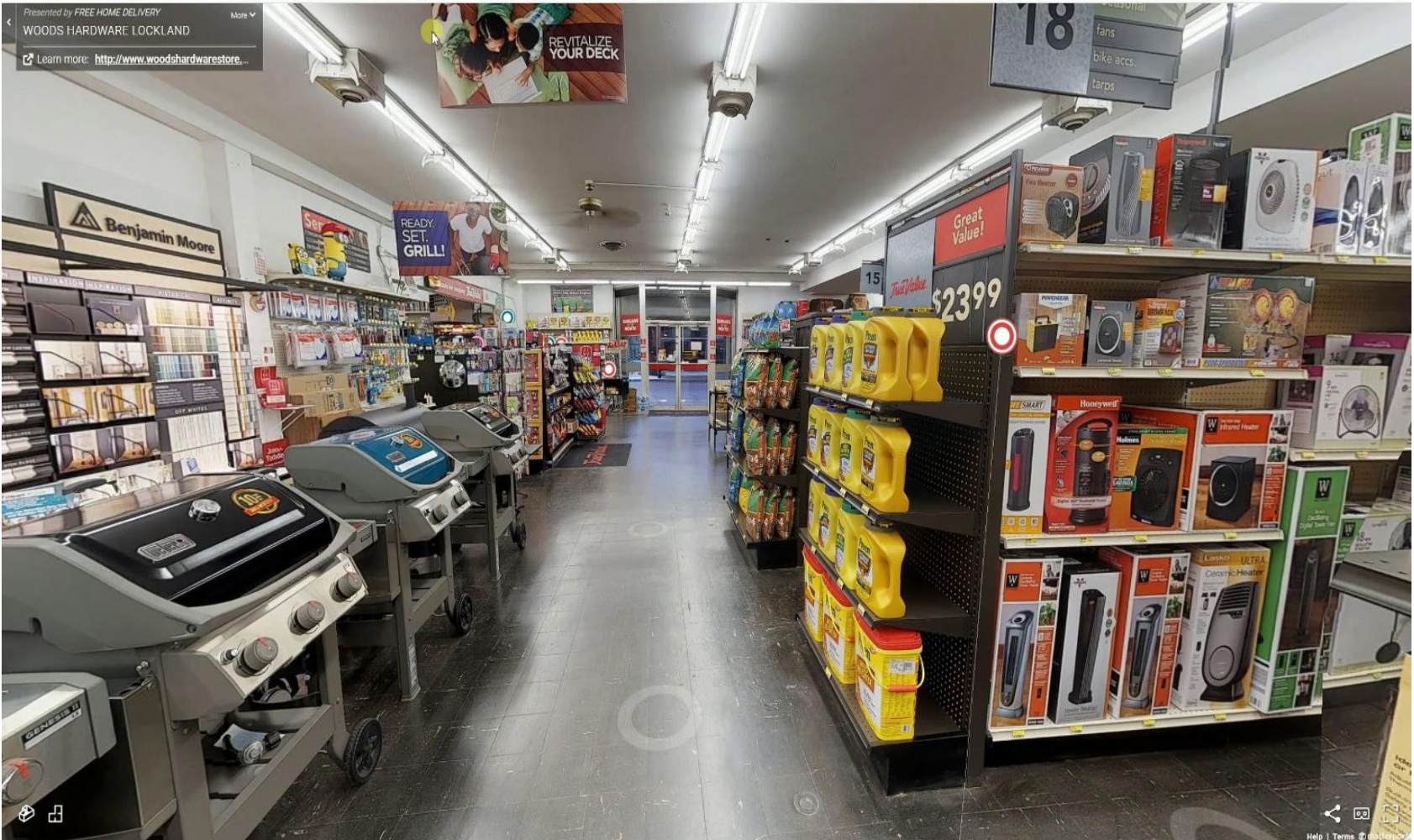


Technology helps the customer in the store.



Technology enables your associates to better service the customer.

Presented by FREE HOME DELIVERY
WOODS HARDWARE LOCKLAND
Learn more: <http://www.woodshardwarestore...>



CUSTOMER JOURNEY

CUSTOMER JOURNEY

yext

CUSTOMER JOURNEY



WordStream

Online Advertising Made Easy

CUSTOMER JOURNEY



Customer Journey



Instaply



Google My Business



Yelp



Premium brands moving to BOPIS & BODFS

Today

→ Thread directed to **Hassett Ace Hardware - Carlmont**

I'm still thinking about that big egg....how much is it?

9:53 AM

Thank for texting Hassett Hardware - Carlmont! We received your text and one of our team members will text you back, ASAP!

9:53 AM

Eric Hassett



They're on sale right now depending on which size you want 👍

9:55 AM

Don V

Hassett Hardware-Half Moon Bay
Authorized Local STIHL Dealer
hassetthardwarehalfmoon.com

STIHL[®]

MySTIHL Login

PRODUCTS

SPECIAL OFFERS

WHO WE ARE

EMAIL SIGNUP

CONTACT US

APPAREL & GIFTS



SEARCH



CART

0



SAVE \$10

BG 56 C-E
Handheld Blower

SHOP NOW

SEE SPECIAL OFFERS HAPPENING NOW

VIEW

Featured Products



MS 170



Price: \$179.95



MS 291



Price: \$439.95 - \$449.95



MS 391



Price: \$559.95 - \$589.95



MS 251 C-BE



Price: \$369.95



FS 40 C-E



Price: \$169.95

PERFORMANCE

Views

106K

Searches

82K

Activity

3.74K

Search views

21.4K (+5%)

Maps views

84.2K (-7%)

Performance over the past 28 days

Your latest post

Thanks Grilling Party

Nov 16 - Nov 16

We're inspiring you to cook outside t

Nov 13, 2019

187 views

0 clicks

Create post

See more

LATEST REVIEWS



4.7

★★★★★

105 Reviews

Customer In-Store Experience

CUSTOMER JOURNEY



Customer Experience



VS Network displays with touch options



Motion active promos / Pick n Watch



Smart Home table



Tech and delivery (configuring wireless)

Touch Options

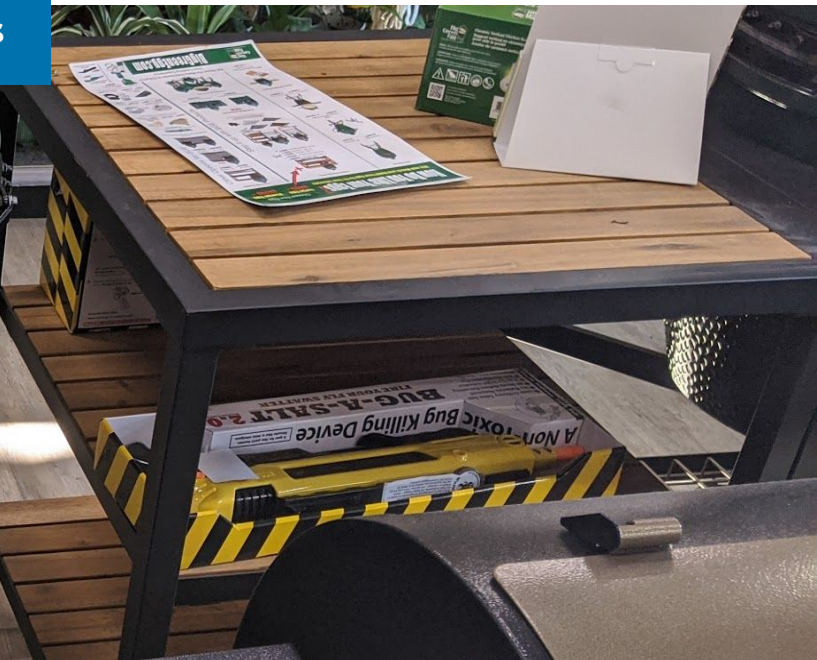


IP2154T

SmartPlay

LEARN MORE
SPECIAL OFFERS, PROJECT IDEAS & VIDEOS

 **TOUCH TO START**



Customer Experience



VS Network displays with touch options



Motion active promos



Smart Home table



Tech and delivery (configuring wireless)

Smart Home



eugust
cor Metge

G Nest **Yale**

SCHLAGE

PHILIPS
Hue

LEVITON

LEVITON

G Nest

eugust
The ultimate smart lock for
your smart home.

LEARN MORE

ACE
The original place

Customer Experience



VS Network displays with touch options



Motion active promos



Smart Home table



Tech and delivery (configuring wireless)

Employee Technology

Employee Efficiency

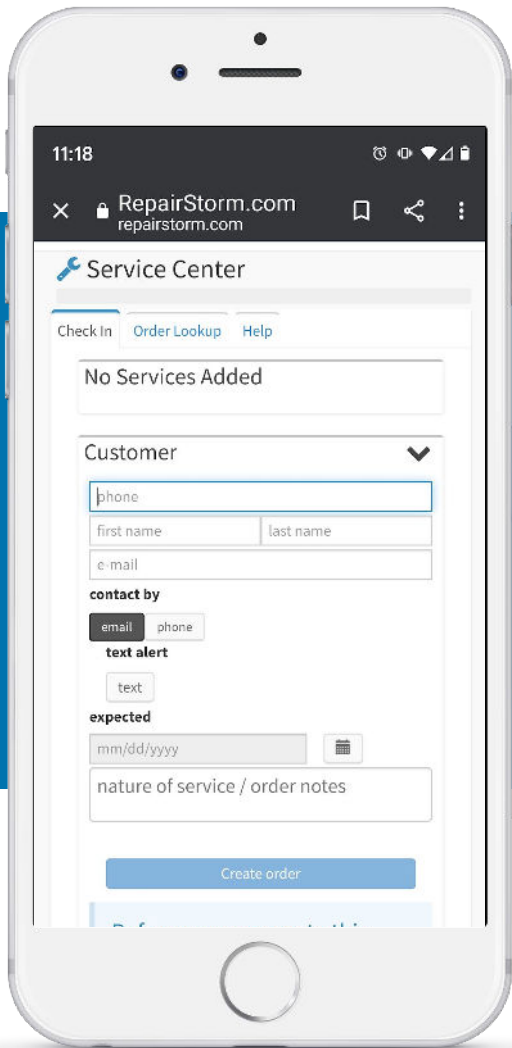


Employee Efficiency

- ✓ Using devices to mobilize employees.
- ✓ BOPIS, BODFS, POS, Google, Instaply.
- ✓ Store phone is now mobile.
- ✓ Shoppertrak for conversion rate scheduling
- ✓ Autonomous delivery
- ✓ Time clock punches.
- ✓ Checklists and forms.
- ✓ Delivery process.
- ✓ Dashcams in vehicles

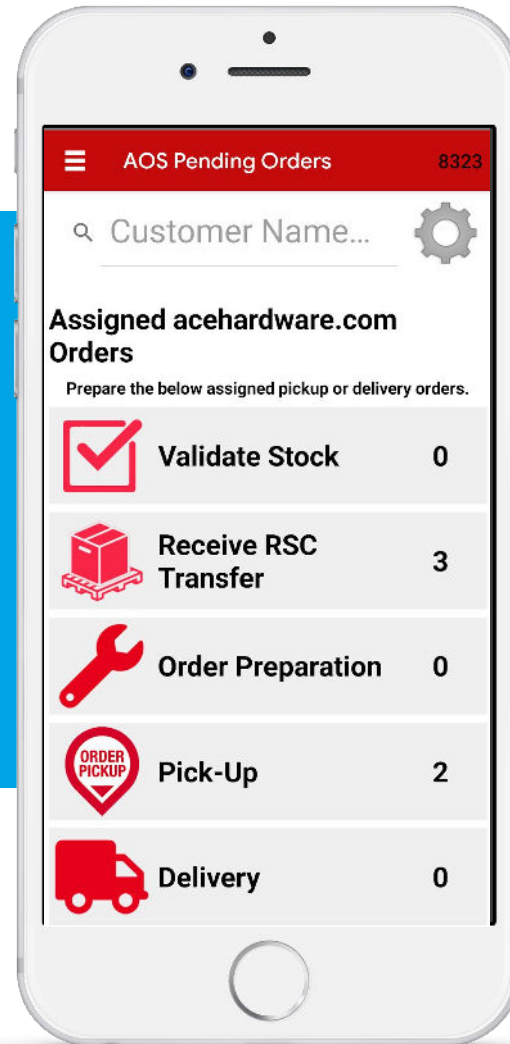
Zebra

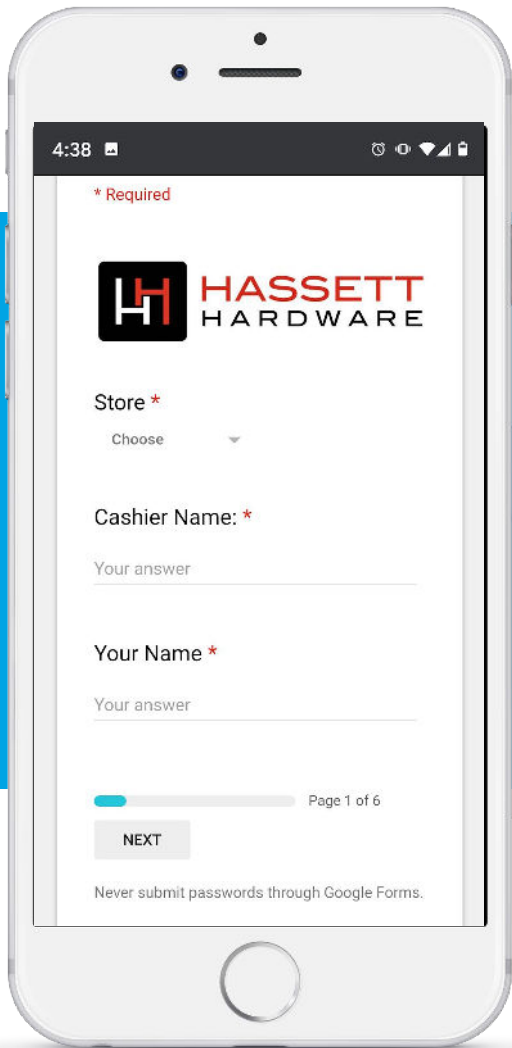




Repair Storm

BOPIS & BODFS





Google Forms



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