

## Zoom Room Unleashes Stellar Customer Service with Apple® iPad® and Socket Barcode Scanners



**Z**oom Room, a chain of dog agility training centers, delivers top-notch customer service for canines and humans alike with the Apple iPad and CHS Series 7 barcode scanners from Socket Mobile. The mobile technology enables employees to spend more time helping customers, perform transactions and registrations away from the front desk, and minimize paper usage to support corporate green initiatives.

### SELF CHECK-IN STATION

Customers encounter the technology immediately upon arriving at a Zoom Room training center. An iPad and CHS barcode scanner are set up at the front desk as an easy-to-use self check-in station. Customers simply scan a barcode on their Zoom Room membership card or dog collar tag to quickly check into Puppy Preschool, a group agility class or even Doggy Disco social event.

Providing a self check-in kiosk enables staff to focus more time on assisting customers. "Because dog owners can handle check-in for classes or other events themselves, employees are free to answer questions, ring up sales and interact with dogs," said Mark Van Wye, COO of Zoom Room.

The CHS Series 7 barcode scanner sends data to the iPad via a wireless *Bluetooth*® connection. Running on the iPad is a custom web application from MINDBODY that not only enables customers to check in, but also look up class schedules, enroll in courses or reserve facilities for a pet's birthday party, adoption anniversary or other event — all electronically without paper.

The iPad and sleekly designed Socket barcode scanner not only look stylish together at the front desk, but also help to promote Zoom Room's identity as a hip, innovative, eco-friendly company in an industry not known for embracing technology.



### PORTABLE BUSINESS OPERATIONS

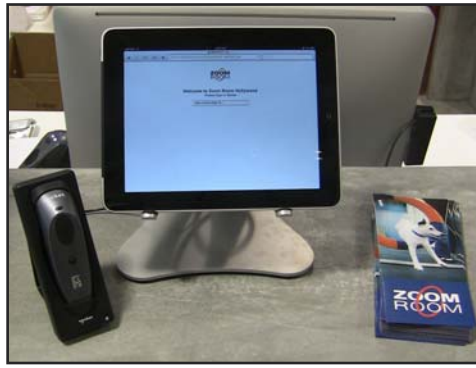
Besides customers at the self check-in station, employees also use the iPad and Socket barcode scanner for tasks such as registering customers away from the front desk. The portable devices are also used at off-site locations such as pet fairs for gathering data from prospective customers.

In addition to dog training services, Zoom Room also sells eco-friendly dog toys, snacks and other merchandise. When there is a line at the main cash register, employees can spontaneously take the iPad and Socket barcode scanner to operate a mobile point of sale and reduce wait times (i.e., linebusting).

Zoom Room currently uses 10 Socket barcode scanners at its 10 training centers and plans to purchase more for future locations.



*The Socket barcode scanner's wireless connection makes it easier to scan a dog collar tag.*



Photos courtesy of Zoom Room

### CUSTOMER AT A GLANCE

- Organization: Zoom Room
- Founded: 2007
- Headquarters: Los Angeles, California
- URL: [www.zoomroomonline.com](http://www.zoomroomonline.com)
- Primary business: Dog agility training center and canine social club

### PARTNER AT A GLANCE

- Organization: MINDBODY
- Founded: 1998
- Headquarters: San Luis Obispo, California
- URL: [www.mindbodyonline.com](http://www.mindbodyonline.com)
- Primary business: Developer of online management solutions for yoga, pilates and other personal service markets

## CHALLENGE

- Set up easy-to-use self check-in kiosk for customers
- Provide employees with mobile tools for customer registration, point of sale, and other activities

## SOLUTION

- Socket *Bluetooth* Cordless Hand Scanner (CHS) Series 7 barcode scanner
- Apple iPad
- Custom web-based application from MINDBODY

## RESULTS

- Easy-to-use self check-in kiosk enables employees to spend more time helping customers
- Portable devices let employees register customers, perform sales transactions and gather data from prospective customers away from the front desk, even at offsite locations
- Wireless barcode scanner makes it easier to scan dog collar tags
- Digital information reduces paper usage
- Stylish, high-tech solution reinforces company's image as hip and innovative



#### Sales Offices

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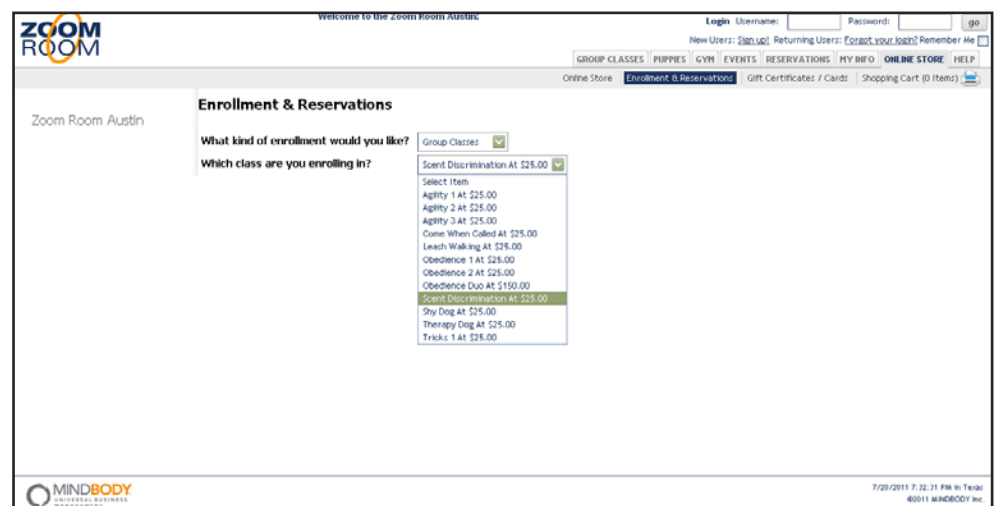
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Custom web application from MINDBODY