

CASE STUDY:

Create Happier Customers Faster with Interactive Displays



The Omnipotent, Friendly and Always Available Sales Associate—Who Never Needs a Coffee Break

Imagine if your customers never had to look for someone to help answer questions but could:

- Scan an item at a touchscreen kiosk
- See related items and accessories
- Get the answers to their questions and see accessories
- See which local out-of-stock items are available in which stores
- Arrange for the item to be shipped directly to their home

See how one of our customers increased customer engagement and loyalty by installing touchscreen interactive digital signage in their retail stores.

Customer Problems

Let customers help themselves.

Customers today want instant answers and instant knowledge. They know they could find the answer with a few clicks on the Internet at home. But here they are in your store, wandering the aisles looking for someone to answer their questions. Can they find a knowledgeable sales associate before giving up in frustration?

Company Challenges

Boost sales with increased customer engagement, loyalty and up-sell.

Staffing a retail store with enough associates who can help every customer immediately is difficult. And keeping those associates trained and knowledgeable across a variety of products is very high maintenance. Add to that the need to quickly check inventory in nearby stores, know the complete product line including colors and sizes available and effectively up-sell without being pushy. And what do you have? A real challenge.





- **32" touch monitors**
- **Engineered for touch**
- **Commercial grade components designed for public use**
- **Long product life cycle**
- **3-year warranty, plus 2-year extended warranty available**
- **World-wide support**
- **Choice of touch technologies:**
 - **Acoustic Pulse Recognition (APR)**
 - **IntelliTouch (Surface Acoustic Wave)**

The Solution

Immediate customer service.

Touchscreen kiosks allow customers to browse all available inventory at their convenience by simply touching the screen to make their choices, without having to wait for a sales clerk. Customers scan an item and are instantly shown additional colors and sizes, related accessories and products. Plus they can see which items are in the store right now and which might have to be ordered.

Instant purchase support.

To buy an item, customers can scan it, swipe their credit cards and be done—the items ship directly to their homes or to the homes of friends and families. Whether shopping for themselves or from a gift registry, customers can pick out the exact item they want, see it and touch it right there. You can't do that over the Internet! Feel the weight, see the color, find related items and have them all shipped—and *voilà*, shopping is done.

Easy to train.

Got new inventory? No problem. Running a special this weekend? Not an issue. Easily update the software and send the new information to the interactive digital kiosks instantly so your customers are always getting the latest and greatest you have.

Why Elo Touch Solutions Work

Ruggedized for public use.

These attractive touchscreen systems are not intimidating to use, even to tech-adverse customers. The touchscreens can handle sticky fingers, spilled drinks and small children. Customers like the ability to help themselves immediately, without wandering the aisles or having to take an item up to a register to learn more about it.

Long-lasting commercial grade components.

Elo TouchSystems' displays were selected because they use commercial-grade components and come with a 3-year warranty. They just keep working even in a harsh commercial environment—without needing any coffee breaks. By contrast, low-cost consumer-grade components are covered under warranty for only one to two years.

Truly worldwide service & support.

If something ever does go wrong with an Elo product, our worldwide support team is there to help, regardless of where in the world your "there" is. And our commitment to a long product life cycle means that the same product is available to support multi-year rollout cycles.

To find out more about our extensive range of Elo touch solutions, go to www.elotouch.com, or call the office nearest you.

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