

Boost Customer Engagement at the Shopping Mall with Interactive Digital Signage



Helping shoppers find a store location the easy way !

Interactive Digital Signage Products :

- 32", 42" and 46" available with zero-bezel APR and IntelliTouch SAW
- 32" available with IntelliTouch Plus multi-touch and in open-frame form-factor
- Optional computer modules available



New i-Concierge Kiosk Launches in Hong Kong's Largest Shopping Mall

MajorLink, a Hong Kong-based total solution provider, developed a slim digital signage kiosk platform called 'iConcierge' for improved customer services in retail environments. iConcierge allows shoppers to navigate the mall's floor plan, browse shops and services directory to check out the latest promotions quickly and easily. iConcierge uses a 32" Elo TouchSystems interactive digital signage display.

This pioneering iConcierge Kiosk project was introduced in Hong Kong's Largest shopping mall February 2011. The innovative features include video conferencing directly with customer service personnel. This enables the mall to extend the customer touch-points with personalized service in a face-to-face manner. The kiosk serves as the front end to route customer requests into the iConcierge Call Center which is manned by a pool of live agents. The agents are able to remotely use the real-time directory service application and display information on the kiosk to assist shoppers.

According to PM Lai, General Manager, MajorLink Technology, "We are delighted to play a lead role in the development of kiosk hardware and related software application for this first-of-its-kind project. The iConcierge Kiosk represents an entirely new and unique approach to deliver an enhanced service proposition for better handling of diversified visitor and shopper requests. Combining our expertise in self-service solutions with our partners' leading-edge technologies enables us to further enhance and ensure the success of this next-generation service platform."

iConcierge kiosks use a wireless connection, providing greater flexibility and scalability to support business operations and cope with future expansion, installation and maintenance without affecting the day-to-day business at the shopping mall. "As an example, we used Elo touch screen displays which are uniquely designed for long life of reliable performance that can withstand the constant interactivity inherent in public access venues." continued PM Lai.

"This is a great example of how large format displays can be used to engage consumers in the retail environment." said Neeraj Pendse, who is responsible for TE Touch Solutions' digital signage business. "Interactive Digital Signage allows a combined opportunity for great customer service and marketing/advertising benefits."

About Elo TouchSystems :

TE Touch Solutions' Elo TouchSystems is a leading global brand in touch technology. The Elo TouchSystems portfolio encompasses the largest selection of touchscreen technologies, touchmonitors, and all-in-one touchcomputers for the demanding requirements of diverse applications, such as industrial, medical, POS, kiosks, retail, hospitality, transportation, office automation and gaming. Elo TouchSystems was a pioneer of the touch screen over 35 years ago. Since then, Elo touchscreens have delivered one common, powerful result; advanced computer technology simplified for all users. For more information on Elo products and services, please view Elo products website at www.elotouch.com or direct electronic mail inquires to EloAsia@te.com.