

KIOSKS

DRIVE RETAIL INNOVATION

Next generation, one stop shopping polytouch terminals are driving retail innovation. Latest firm to take up the technology to boost sales is Germany's 'technical wear' store chain TAO.



polytouch kiosks from Pyramid Computer, boast being the optimum device for interactive applications.

Here's an acronym to conjure with: POOOX, the Point of Online Offline Exchange. It's heralded as the new dimension in omni-channel shopping, uniting the in-store world with online commerce. And retailers such as TAO - Technical Wear in Germany are jumping on that bandwagon and reaping the benefits of new in-store e-commerce software from the likes of Pyramid Computer to maximise opportunities in the sector. And it will deliver a totally new, innovative shopping experience for customers.

Using Nephele, the world's first out of the box software solution designed for polytouch interactive kiosk systems, TAO is no longer limited by the four walls of its bricks and mortar stores. Now, this retailer is able to step outside its traditional value propositions to pursue new customers via virtual store enlargement. That means it can sell more in less physical space.

Polytouch kiosk solutions comprise an aesthetic, good to look at and use, all in one, multi-touch system. They are compact devices featuring a shallow installation depth, providing the optimum device for interactive applications. polytouch systems are easily installed and mounted, and easy to change or upgrade system configurations.

With its 22 and 24in based polytouch terminals, TAO now only needs to physically stock bestselling or higher margin items as an extended assortment of merchandise can be browsed online using polytouch kiosks. The retailer can also add a wide range of additional services to encourage upselling and faster, more convenient check-outs.

For its customers, the new shopping experience at TAO is a two way process. They can switch back and forth from online to offline browsing and purchasing as they wish, and it is entirely their choice when and where to buy. This, says Pyramid Computer, is the next generation of one-stop shopping!



TAO -Technical Wear Germany recently installed polytouch kiosks to fuse the customer shopping experience.

"These kiosks help to convert every self-service transaction to pure fun"

21ST CENTURY CHALLENGE: ONE STOP SHOPPING

The growth of e-commerce continues at a pace as retailers invest in new strategic concepts such as integrated shopping to help boost traditional in-store commerce and add more tools to deliver a more appealing shopping experience. Retailers are able to dramatically extend their virtual floor space by displaying an entire product catalogue whilst rationalising in-store selection in order to provide customers with a more interactive shopping experience. Furthermore, these catalogues are enriched with extensive details of products and their associated accessories.

Searching for the right type and combination of products is just a touch away with the polytouch system, enabling customers to enjoy the ultimate shopping experience and the satisfaction of a stress-free purchase. And customers can also choose home delivery or take their goods away with them. The polytouch interactive kiosks also allow products to be quickly updated and special sales promotions can be scheduled on the fly from a central location.

According to Pyramid Computer, it is important to build an in-store experience around the modern, urban lifestyle where time is of the essence. Customers should be afforded the luxury of walking into a store, scanning QR codes from shopping lists prepared on a smartphone, and walking out of the store with the purchase in just minutes.

Forget the in-store and online dichotomy, encourages Pyramid, and fuse the customers' shopping experience!

TAO AHEAD IN KNOWING WHAT CUSTOMERS WANT

In the highly competitive retail market ruled by major players, TAO says success is only achieved through innovative omni-channel strategies, clear defined goals and a targeted product portfolio. At TAO, its sportswear brand merchandise is distributed through trading partners shop to shop, as well as online.

With goals of boosting awareness, positioning itself as a pioneering brand, developing its online store and consequently accelerating sales revenue, TAO decided to expand its business strategy and implement a new additional sales channel using polytouch. This omni-channel integration platform was selected as its vehicle to bring the online world inside the store and to offer added value to customers.

A key objective of TAO is to create enhanced service levels for customers, particularly as the retail industry has seen a steady decline of staff over the past few years. For the retailer, it is imperative that its customers can easily find what they are looking for and that other services such as product comparisons, product finder and related accessories are readily accessible, thus helping to increase customer satisfaction, loyalty and retention.

FULLY INTEGRATED SALES CYCLE

When considering new technologies and solutions, the end goal is to close the sales cycle and offer customers the option of buying whenever and wherever they want. Additionally, the importance of exceptional service is viewed as essential as customers not only want to make a purchase, they want to be informed and be sure they receive the best price/performance ratio. Therefore, product comparison and product ratings should be a must have rather than a nice to have.

TAO decided on a two phase approach to add value to the customer experience in-store. Phase one encompasses integrated, regional, real time campaigns. Using historical sales data, bestselling items in a certain region will be advertised at highly frequented shopping times and special promotions will run according to seasonal and weather conditions. For example, waterproof and high visibility clothing promotions will run as autumn and winter set in.

Phase two of the TAO approach is running now. To boost awareness and bring more traffic to the shops, discount flyers with QR codes are being distributed in high streets near trading partner stores. Customers can scan the QR codes at a polytouch terminal and then get 10% discount on their next purchase, for example.

"These kiosks help to convert every self-service transaction to pure fun," says TAO – Technical Wear MD Peter Fricke. "polytouch systems attract customers, they are astoundingly compact in size and they fit in every store design."

www.polytouch.de/en

Pyramid Computer's polytouch range of advanced multi-touch screen based solutions are ideal for retail applications.

