



Helping Customers
Help Themselves with
Interactive Kiosk Solutions

Modern retailing trends combined with mobile technology have a significant impact on the consumer's buying habits. Being constantly fed with information of various kinds, consumers of today expect to have continuous interaction with the seller while shopping. Retail stores that employ a kiosk strategy are in a better position to meet this demand. A retail kiosk not only provides customers with answers to many of their product queries, but also enables the retailer to streamline sales operations and reduce overheads.

Client



Our client is one of Asia's largest clothing retailers with over 2500 stores across the globe. They manufacture and sell apparel in the domestic and overseas markets.

Since April 2015, QBurst has completed over 20 projects for the client, catering to business areas such as sales, order, store, and catalog. We maintain and support mobile eCommerce sites for multiple regions and also work closely with their research and development team.

What They Needed

A solution that:

- ◆ Enhances customer experience
- ◆ Creates new cross-selling opportunities
- ◆ Offers product information and drives sales

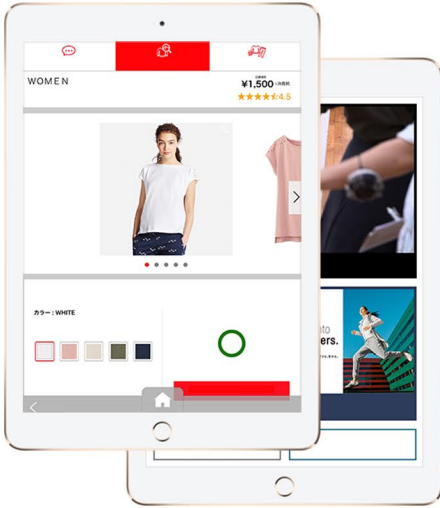
As per 2015 Global State of Multichannel Customer Service Report, "90% of consumers now expect a brand or organization to offer a self-service customer support portal"

Reinventing the Shopping Experience

The solution, comprising an iPad application supported by Bluetooth-enabled RFID readers, provides product-related information to shoppers on demand. Products in the store are assigned RFID tags that can be scanned at in-store kiosks to get product-related information on screen. The interactive kiosk solution offers the convenience of virtually exploring all available product options at the store.

Unlike conventional marketing channels, the retail kiosk solution takes on a more interactive form with the use of an iPad to simplify product discovery.

What the Solution Offers



- ◆ Displays price, color, size, availability, description, and related products
- ◆ QR code provides information on alternative purchase options
- ◆ Analytical solution provides insights into customer sentiments
- ◆ Store map to help shoppers navigate and locate products
- ◆ Feedback and user rating for making better choices
- ◆ Voice-enabled inquiry and feedback system

Benefits Derived

- ◆ Cross-promotional display improved sales by 19%
- ◆ Footfall increased by 14% six months into implementation
- ◆ 18% improvement in Customer Satisfaction Scores (CSAT)
- ◆ Significantly reduced labor costs

The self-service kiosk market will grow at 11% CAGR — Sandler Research Report on Global Interactive Kiosk Market 2015-2019. Innovations in touchscreens and unique designs have led to kiosk growth in the retail market.

Technologies





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