

DSE APEX AWARDS FINALIST: RETAIL

CREATING AN INTERACTIVE RETAIL EXPERIENCE FOR THE DIGICEL GROUP



BACKGROUND

Digicel is a leading global telecommunications services provider with operations spanning 31 markets across the Caribbean, Central America, and Asia-Pacific. In February 2013, Digicel opened its regional headquarters in Kingston, Jamaica. The building houses a state-of-the-art retail store with 69 screens that allow customers to check out the latest products and services as well as play games and watch manufacturer videos. The store also boasts T1Visions' inTouch™ Interactive Wall - the largest touchscreen in the Caribbean.

CHALLENGE

Digicel required a solution for its new flagship retail location that would provide customers an informative, interactive, and more engaging experience. Due to the many different products and service plans offered in the store, Digicel needed a way to quickly educate its customers and improve their purchase decisions. What's more, the solution would need to double as an effective sales tool for its in-store representatives, one that would bring down customer wait times as well as guarantee a more tailored sales approach.

SOLUTION

Digicel worked with T1Visions to create an interactive 4' x 11' inTouch Wall and inTouch Retail Table for its Experience Store in Kingston, Jamaica. The Wall features five 55" screens mounted behind a touch overlay, and is outfitted with multiuser, multitouch custom software that allows customers to check prices for phones, compare models, view and manipulate 3D images of handsets, and find a data plan that meets their specific needs.

RESULTS

- › **Customer wait times have decreased** by over three minutes per user on the touchscreen
- › **Data Plan and Service Product Purchases have increased by 3%**
- › **Reduction in inventory** due to stocking models chosen on touchscreen
- › **Increased customer engagement:** over 18 hours of Wall and Table usage logged per day

What's more, Digicel customers can take photos and share them on social media using the touchscreen. So while the Wall serves multiple customers at once, it also delivers a highly personalized experience for each customer.

