

EVOLVE OR DIE

How One Retailer is Pushing the Future of Customer Experience with Endless Aisle



Jump_{ca}

Customer Success Story presented by

 iQmetrix®



Jump.ca implements endless aisle with iQmetrix's **XQ** Shelf



Consumer preferences are changing. Retailers need to adapt or risk being pushed out of the market.

For Kris Parker – co-owner of Jump.ca, a leading wireless retailer in Canada – the writing has been on the wall for traditional brick and mortar retailers for quite some time. As competition increases and consumer expectations change, many retailers are aware they need to find new ways to connect with customers.

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“We aren’t Best Buy and we don’t aspire to be. We aim to provide an intimate in-store, connected, one-to-one experience.”

– Kris Parker,
Director of Brand and Marketing, Jump.ca

“For our business, I know we need to be perceived as more than just a cellphone retailer,” says Kris. “We want consumers to view us as a connected lifestyle retailer – at the heart of this connected lifestyle is the cellphone or device.”





As margins erode, retailers need new products and services to drive two things: additional revenue (in Jump's case: connected homes, wearables, headphones, speakers, etc.), and differentiation from other retailers. As Kris puts it, "We aren't Best Buy and we don't aspire to be. We aim to provide an intimate in-store, connected, one-to-one experience."

With big box stores and online retailers offering a vast array of inventory, customers still expect to find a wide product range within stores like Jump's. Kris is looking to innovative, in-store technology as a way to address this dilemma.

In 2014, Jump.ca launched a pilot program to test out iQmetrix's endless aisle solution, XQ Shelf. "To position ourselves to consumers as connected, we initially felt we didn't have the physical space to do that," says Kris. "XQ Shelf allows us much more opportunity to do that."

One of Jump.ca's goals is to differentiate itself from other cellular retailers. "Cellphones are still the bread and butter for Jump but why should a customer buy from us? In one mall alone, there are 14 places to buy a cell phone," says Kris.

Building a connected experience will allow Jump.ca to stand out and create that relationship to help show consumers how to get the most out of their devices.

Jump.ca plans to use XQ Shelf as a tool to provide assisted selling for staff and to mitigate the effects of showrooming. For example, when a customer comes in looking for an Otterbox case, they can pick up and feel the physical product while at the same time browse Shelf to find more unique options, such as a pink camo Otterbox case that perhaps isn't a big enough seller to regularly stock. The customer can then order the case from Jump rather than leave the store to search for the specialty item through Amazon or another online retailer. "You're already here; you've made the effort to come to the store. If someone is telling me they can get me what I

want right there, then that's what I want. I don't need to leave empty handed and go begin a search for the item online. If you want the pink Otterbox case, we can show it to you on Shelf and get it for you. It's also a way for customers to

find something they didn't know they wanted or say 'I didn't know you sold this!'"

By being able to deliver a personalized, intimate in-store experience while still offering customers the selection they have come to expect, retailers can compete against online and big box stores. "Its boutique meets big box," says Kris. "We want to be

at the forefront of how consumers change their shopping behavior. We want to meet the evolving expectations of the customer. Over time, as consumers adopt new shopping preferences, we're confident we're going to provide people an opportunity to shop however they want – in the way, shape or form they want."

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Jump.ca



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- Kris Parker

Are you ready to evolve?

Discover more about XQ Shelf



For 20 years, Jump.ca has led the way in providing world-class wireless and Internet services to Saskatchewan. Jump.ca offers a wide range of communications products and services including wireless plan, phone plan, Internet, digital TV and home security. Jump.ca has received international recognition for their innovative approach to retail. The company has currently operates 18 locations and continues to grow. www.jump.ca



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