

# NYC Department Store Case Study

## Introduction

In the early twenties, a luxury New York City department store opened its doors in Chelsea. Shoppers stayed loyal to their beloved store over the next 90 years, even through economic highs and lows and location changes. So, when the department store announced that a remodeled flagship location would open in Chelsea in its original 1923 location, shoppers rejoiced.

Store officials planned for a modernized version of the beloved Big Apple brand, with a contemporary design and updated technological amenities. Yet, the age of the building and the modern materials used in the renovation created challenges when it came to achieving cellular coverage inside the building.

## The Challenge

The reconstruction project was already well underway when the store managers realized the connectivity problem. Sales associates needed to use cellular connections for on-the-spot customer checkout, and guests on all carriers needed the ability to call, text, and access data while inside the store.

To [boost cell service](#) while accommodating strict design specifications in the 1920's building meant meeting a tight deadline, as well as overcoming challenges like:

- **Structural elements.** 90-year-old brick and concrete, as well as modern elements like marble and glass, easily obstructed the existing cell signals from entering the building.
- **Few windows.** Donor [cell phone booster antennas](#) had to be strategically placed in order to communicate with cell towers and pick up existing signals.



- **Interior space.** With a floorplan of 50,000 square feet over four floors, the sheer size of the building presented a big challenge.
- **Strict design requirements.** The look and feel of the store was of paramount importance, and any antennas and wires needed to be completely hidden and compliant with the aesthetic requirements.

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## The Solution

The company's IT manager called cell signal booster solution integrator, [RepeaterStore](#), in search of an answer. The company had previously deployed similar solutions for two large fashion brands in the city, and had extensive experience in cellular signal booster technology.

RepeaterStore installers knew they would need multiple cell boosters designed for large commercial spaces in order to generate seamless cellular coverage and data transfer capability. They recommended [WilsonPro 70 Plus signal boosters](#) for the job.

RepeaterStore had to fast-track their solution in order to meet the store's approaching deadline.

They deployed factory-trained technicians to inspect the four-story structure, then worked with the store's IT team to develop a functional installation plan before working up a quote and rush-ordering the necessary equipment. Finally, RepeaterStore sent its own installation technicians to execute the installation.

## The Results

From start to finish, the entire installation took only four days, and was completed just as the department store opened its doors to customers. By the time customers began flocking to the department store, they were able to send and receive mobile phone calls, texts, and access cellular data from every floor without a problem. Plus, the store clerks used their tablets to access the network for faster customer service and sales processing.

Despite the initial connectivity challenges, the experienced installation team from RepeaterStore and powerful, [commercial cell signal booster](#) technology from WilsonPro came to the rescue.

