



# Why Your Customers Deserve More Than Just Another Price Checker



## A New Generation of Price Checkers Lets You Do More for Your Customers – and Your Sales

Forget what you know about price checkers. Those simple little devices scattered throughout your stores can do far more than simply let customers scan the tag of a product to get a price. A new generation of price checkers has arrived, and they promise to be affordable, flexible and durable devices with endless purposes. They can easily be transformed into a touchscreen sales tools that not only provide a price, but share product reviews, videos and product details, show related accessories or similar merchandise, and allow people to manage loyalty accounts or order online – as well as the option to buy that product right there and then in the store. Your customers will appreciate the added information and convenience, and your business will appreciate the stickiness and upsell opportunity that comes with connecting with an interested buyer.

Call it Price Checker 2.0. It's your in-store virtual sales associate that can not only close a sale but boost the customer experience and overall satisfaction. When planning for the future, retailers must decide what makes sense for their business, whether it's simply using a price checker for product information or whether they want to go a step further and allow for payments and on demand purchases.

It's never been easier to connect e-commerce inside a store through next generation price checking. Here is why now is the time to join the price checker revolution.

## A Key Opportunity to Connect



Today's price checkers offer a friendlier customer experience with bright, eye-catching graphics and looping video. A recent report from the University of British Columbia- Okanagan revealed that consumers like the tactile and playful experience that touchscreens offer. Add to this, people tend to check their phones 150 times a day and 80% of shoppers have used a mobile phone inside a physical store to either look up product reviews, compare prices or find alternative store locations. Your price checker can keep them

present inside your store. Portrait oriented screens offer an approachable look that consumers are most familiar with – just think of a large cell phone or tablet. Today's touchscreen systems require no consumers training. Using them is intuitive. They know that button gets them extra help. They know how to click for reviews, to see other items, and more important, the button to buy. The devices are engaging and satisfy consumers' desire for information and instant gratification.

## Cost Effective, Endless Customization

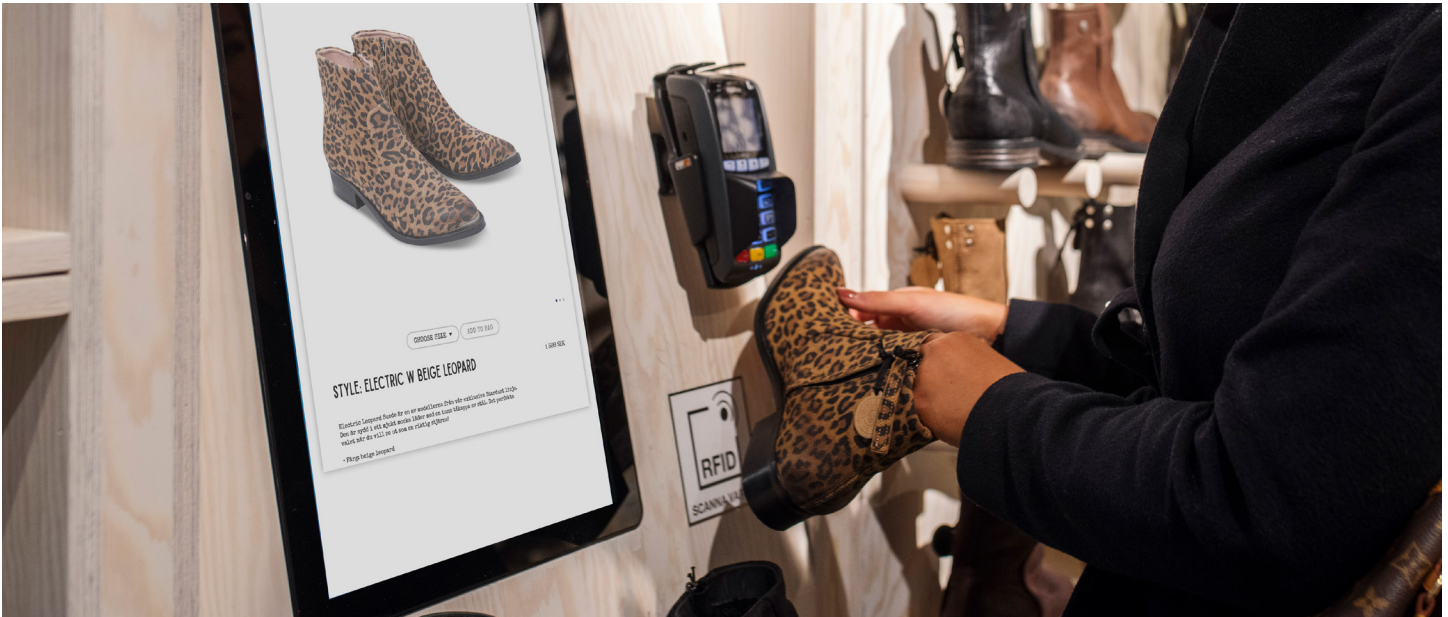
Unlike devices in years' past, retailers have choices. Depending on your budget and your goals, your price checker can be configured with add-on peripherals for a multitude of purposes. Your price checker can start off as a simple scanner and then the next year can evolve with an attached payment device to allow for self-serve sales. Flexibility is key.

Want to show off reviews and similar products when someone asks for a price? It's easy to run your in-store application that your business has already designed for a mobile phone. What about the ability to let employees clock in using the device or send messages to managers? That's easy too. Tack on a biometric peripheral like fingerprint technology or a RFID scanner, and then connect it to your internal enterprise system.

Your souped-up price checker could employ call to action messaging on the screen and a payment processing system to allow consumers to buy the product right then and there. How about a "buy online" button to let people buy and ship large items directly to their house? Easy enough. The apps for online ordering are easily integrated.

In fact, the latest price checking technology is all about flexibility. Retailers can choose from among various sized screens, types of scanners and peripherals and get deep technical support for those devices. Elo's EloView platform lets you remotely manage these devices and shift and change out applications with just one click.

## A Durable, Secure Tool for the Future



**Embracing the next generation of price checkers, retailers can establish a framework for cost-effective, multi-purpose hardware that's flexible enough for current and future use cases.**

Most enterprise technologists know that now is the time to build an instore technology platform for the future. In particular, Microsoft announced it will no longer support Windows CE, the platform on which so many retailers operate their current price checkers. That means you could very well be stuck with obsolete technologies in your stores.

Unless, that is, you shift to a new generation of instore technology. By embracing the next generation of price checkers, retailers can establish a framework for cost-effective, multi-purpose hardware that's flexible enough for current and future use cases. New commercial-grade hardware can withstand the rigors of public use while maintaining the look and feel of a consumer device that is both inviting and powerful. Furthermore, by leveraging Android, this paves the way for a wider variety of consumer-friendly, mobile applications that are easy to push out remotely.

In addition, most legacy price checkers are power-over-Ethernet (POE), and new devices, such as those by Elo, use so little power that POE is sufficient to power the device AND multiple peripherals. The upshot? This new powerful and flexible solution is a drop-in replacement for previous generations of price checkers. There's no need to build out new power sources.

The price checker revolution is here, and savvy retailers won't miss this opportunity to adopt affordable, flexible and durable devices that will enhance the customer experience and future-proof their technology.

To find out more about our extensive range of Elo touch solutions, go to [elotouch.com](http://elotouch.com), or call the office nearest you.

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