

Using **Endless Aisle** as a Sales Assist:

How one wireless dealer is enabling
sales reps to increase sales



Finding new ways to increase sales and improve the customer experience is a major concern for most wireless dealers. The industry is becoming increasingly competitive and consumer expectations can be a challenge to satisfy.

A Canadian store-in-store wireless dealer's experience equipping their sales associates with new tools to assist customers and increase sales is a great example to others looking to stay ahead of the curve.



Being a store within a store with 180 locations nationwide, this wireless dealer has a set of challenges that may be even more pronounced than the typical wireless store experience. For instance, a kiosk setup definitely means limited space for stocking inventory, which in turn means they have to get creative.

Years ago, iQmetrix developed a solution called XQ Browse which was a primitive form of an endless aisle concept where shoppers could explore product specs and information on interactive touchscreens. While this retailer was an early adopter of this technology and continued to use it in their stores for several years,

it lacked an integration to RQ, iQmetrix's POS and retail management solution, and did not have Dropship functionality. So, when iQmetrix launched a much more advanced product, simply named iQmetrix Endless Aisle, the retailer took full advantage of the new tool and made the switch in May of 2017.

WHAT IS ENDLESS AISLE?

iQmetrix Endless Aisle is an interactive touchscreen that allows your customers to browse and buy a wide variety of virtual merchandise. Coupled with Dropship, the virtual merchandise is made available through third-party suppliers which eliminates the cost and risk associated with increasing inventory or expanding product lines. While Dropship on its own allows sales reps to look up the right product and ship it to the customer, Endless Aisle takes this concept a step further by allowing customers to interact and browse products on their own, or together with the sales rep to provide a richer experience.



THE ENDLESS AISLE STRATEGY

For this wireless retailer, the idea wasn't just to have a customer-facing application for customers to browse virtual product, but for the technology to be used as a sales assist for sales reps in almost every transaction. While they had introduced Dropship back in 2016, there was no easy connection between XQ Browse and their POS, RQ. They had to rely solely on sales reps re-finding items in RQ or finding another option.

So, what was the result? In the month after migrating from XQ Browse to Endless Aisle, the company saw a 798% increase in Dropship/Endless Aisle sales!

In fact, their growth was so exponential in such a short period that their accessory vendor reached out to iQmetrix to see how they could further streamline processes to accommodate their increased level of activity.

Instead of being forced to turn a desktop monitor around to show a customer additional items, sales reps can now provide a much better experience and assist their customers side-by-side with rich product images, access to detailed product specs they no longer need to memorize, and the ability to compare various products the shopper is considering in order to help them find the perfect option.

Since they provide devices across several pre- and post-paid carriers, the sales process can be a complicated one. So beyond just using Endless Aisle for accessories, the retailer also uses the touchscreens to display phones and rate plans so sales reps can truly walk customers through the full wireless experience.

Year to date, the retailer has sold nearly 4,000 items through Dropship, amounting to more than \$190,000 in sales and nearly \$90,000 in profit.

Give your sales reps the tools to deliver exception customer service, help customers find exactly what they're looking for, and close the sale every time.

Ready to start increasing your sales? Learn more about iQmetrix Endless Aisle and request a demo to see it for yourself.

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About iQmetrix

Founded by wireless retailers, iQmetrix is the leading provider of innovative software solutions for the wireless market. With platform-built, metrics-driven products from POS and full-suite retail management software, to endless aisle, drop ship, e-commerce, and digital signage, iQmetrix has taken its unique understanding of the pain points in the industry to create better experiences for wireless retailers and their customers. Currently powering over 19,000 wireless locations, iQmetrix is a software as a service (SaaS) company with offices in Canada and the U.S. www.iQmetrix.com