

WIRELESS RETAILER  
EXPERIENCES EXPONENTIAL  
SALES GROWTH WITH  
**ENDLESS AISLE**







The retail experience continues to change as online and in-store experiences compete for sales while retailers struggle to achieve a true omnichannel experience for their customers. While the wireless retail industry is unique in that customers still have to go in-store to activate and upgrade their mobile phones, that's not stopping some dealers from introducing in-store digital initiatives to ensure they're delivering the best for their customers and for their business, no matter what the channel may be.





6,730%

increase in sales  
from Dropship/  
Endless Aisle sales!

## GROWING SALES WITH **DROPSHIP**

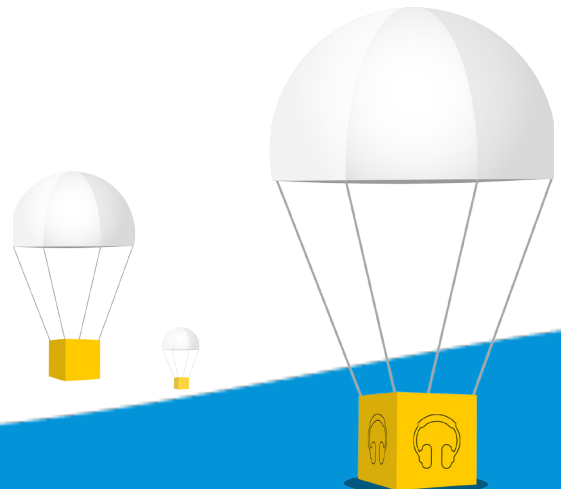
Such was the case for a Canadian retailer focused primarily on delivering wireless communications services and solutions across the country. A division of the company includes Canadian retailers of mobile phone services operating over 370 wireless outlets including Tbooth Wireless and WirelessWave brands. In April of 2017, while trying to create a better customer journey and increase accessory sales, the company implemented the iQmetrix Dropship program.

Dropship allows retailers to offer product through third-party suppliers that isn't necessarily available in their stores –

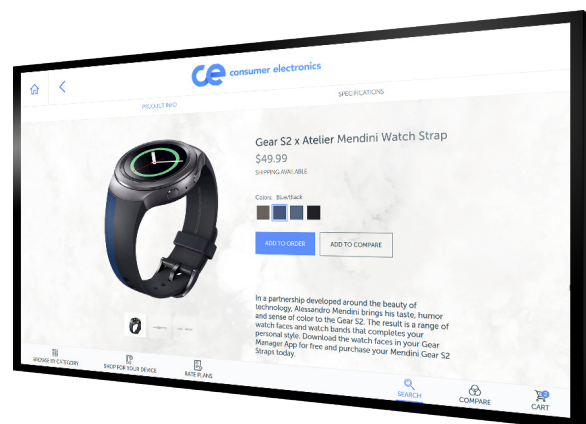
which creates opportunities to offer more selection to customers without the cost and risk of physically stocking the additional SKUs.

While Dropship initially proved successful for the retailer, they wanted to see if there would be a difference if customers could browse the extended product lines available through Dropship without requiring a sales associate to first inform them of various product options. So with that, they introduced

iQmetrix Endless Aisle screens as the customer-facing portion of the solution by mounting tablets to the counters within the store. The goal was to put consumers at the center of all engagement by merging online and offline experiences for their shoppers.



# THE CASE FOR **ENDLESS AISLE:** BY THE NUMBERS



The following month, they began the pilot test of their Endless Aisle screens in select locations. They utilized existing tablet hardware to download the solution and create an improved experience for both their customers and their sales associates. Through the technology, customers and sales associates could browse thousands of products, whether in-stock or virtually available. The Endless Aisle screens are integrated with the POS so that as customers decide what they want to purchase, they can do so for both in-stock and virtual items, all on one, seamless transaction. Virtual items are processed through supplier integrations in the POS and sent directly to the customer from the distribution vendor.

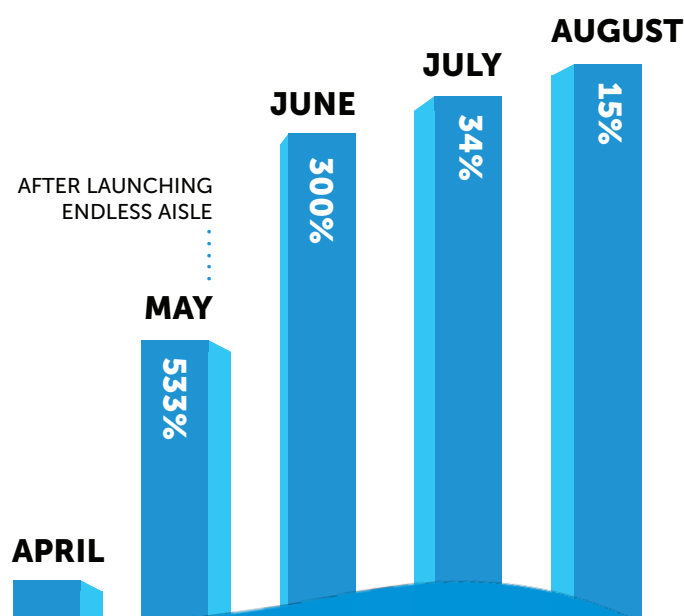
So, did they see a difference? You bet! After implementing Endless Aisle, they saw an additional \$361 per screen, per month in accessory revenue directly from Endless Aisle, which amounted to an ROI of 1,424 percent! The retailer went from 6 additional orders a month using Dropship to over 200 by July 2017. During this timeframe, profit from Dropship/Endless Aisle sales increased by 6,730 percent.

But that's not all. They also achieved:

- An average of 400 Endless Aisle customer sessions per screen, per month
- An average of 2,011 page views per screen, per month
- A decrease in cart abandonment from 86% in May to 21% in August through proper sales rep training
- An average cart value for Endless Aisle purchases of \$50.02

## **DROPSHIP** ORDER GROWTH MONTH-OVER-MONTH

Percentage of growth in Dropship orders from April to August was **3,783%** after adding Endless Aisle.







# WHAT'S NEXT...

The driving force for this implementation was not to implement technology for the sake of technology in a digitally driven industry, but to leverage the existing technology available to them so they could serve customers in a better way.

After the initial pilot test and the astounding results, the retailer now hopes to roll the technology out to more locations with the goal of providing this experience in all their stores.

But they aren't stopping with a few screens in-store. They're also planning to involve more

vendor partners in the program to add further depth to the products they sell. Additionally, they'll be introducing an online channel that will mirror that of the in-store dynamic they've created to drive a complete omnichannel experience.

The ultimate goal? To ensure they are always providing their customers with exactly what they want, wherever and whenever they want it.

Ready to start selling with iQmetrix Endless Aisle? Visit our website and schedule a demo.

[LEARN MORE](#)



## **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](http://www.iQmetrix.com)