

Cellucity takes the boredom out of queuing

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The battle for a customer's heart is won or lost in the checkout queue, a fact that is not lost on Cellucity, a leading Vodacom merchant. The retailer has rolled out digital signage across its stores. By replacing tired light box poster displays, it has transformed static point of sale space into a dynamic, entertaining opportunity to communicate with the customer.

"Many key purchasing decisions are made at point of sale," explains Cellucity's Chris Henschel.

"Traditionally, communicating with clients in-store is through printed point of sale material. This has limitations and is costly, particularly when co-ordinating national or region-specific retail campaigns for different stores."

Cellucity turned to Tactile Technologies to provide the solution which revolutionised the in-store queuing experience.

Henschel opted for the SMART Monitor range, manufactured by Tactile Technologies' business partner Winmate Communications, and elected to use the 32" LCD monitors. These plug directly into the in-store LAN, and are simple to configure and setup using the free software management console that is provided. The system operates from server software that runs on a standard PC which can be located anywhere on the network.

“Once the screens are set up and configured on the network, simply convert any images, graphics or videos to the desired format, schedule a play list and transmit your content to the screens,” Henschel explains.

Another benefit is that individual play lists can be scheduled per screen, per store or even per region.

“This allows us to have different content playing on the screens nationwide. Because the content is digital, we can upload or change it, and add host specific specials, as and when we need,” Henschel concludes.

Tactile Technologies’ Mauro Mercuri says this type of LCD monitor, by Winmate Communications, is “compact, reliable and of high quality” and the content management application comes free with all the units.

Meanwhile, back in the queue at Cellucity – with all this new fangled technology to take one’s mind off things, the customers have forgotten they’re waiting in line to pay...

For more info on Cellucity, go www.cellucity.co.za.

