NUITEQ® and Skyluft improve retail experience inside telecom stores in Ecuador

SUMMARY

Claro, Ecuador's telecommunications leader, wanted to offer a better in-store experience to its customers. Claro namely observed that people were losing interest quickly inside their stores. They knew they needed to come up with a unique buying experience, which would help to increase sales.

They approached NUITEQ's partner Skyluft, the Ecuadorian leader in transforming environments through multimedia and design, to install a unique interactive multi-touch table to improve customer's experiences inside the store.

CHALLENGE

A big challenge for Claro was that the stores were not using technology to support their sales. They were conscious that they had to bring in a truly unique technology that would entertain the customers and offer them an exciting buying experience.

SOLUTION

Claro had previously worked with Skyluft to develop different experiential solutions as part of their marketing projects. In 2010, Skyluft installed multi-touch tables inside Claro stores, that were used as a selling tool. The result of this 2010 project showed a 20% increase in sales. Therefore Claro was confident Skyluft would once again come up, with a great idea. They assigned Skyluft to develop and implement a solution that would generate a one of a kind in-store customer experience that would result in increased sales.

To improve experiences inside the Claro stores, Skyluft installed a 55" multi-touch display that was used as an experience table. A multi-touch capacitive glass was also used to build a 60" multi-touch screen, working in conjunction with NFC technologies to improve experiences with Android devices.

The multi-touch screens operated on a customized version of the Snowflake software that recognized mobile phones when an user placed one on top of a selected area of the screen. The Snowflake software was used as a presentation tool for mobile phones, promotions and product lines of Claro. Additionally, the multi-touch software and particularly the Media app, was used to show the features of the devices that were being sold. The Media app was the ideal tool for communication reinforcement. With the audio support that the app offered, it helped to make the product description even more impressive, as the multimedia content could be heard by the customers that were interacting with the touch table.

The choice to use a customised multi-touch solution for the Claro stores proved the right one as the results and feedback from the customers were overwhelmingly positive. A multi-touch screen is an excellent collaborative and intuitive solution for product or brand communication and the Snowflake software was chosen for the robustness and ease of use options.

"We've been working with Snowflake since 2008. The software has been improving year after year and we had a great response from their customer service area. I feel comfortable working with it."

**says Roberto Mendizábal,
CEO at Skyluft.**

RESULTS AND FUTURE PLANS

"The Snowflake software helped us at Skyluft to offer the best multi-touch solution available, and we especially appreciate the NUITEQ® support teams' fast response."

**adds Roberto Mendizábal,
CEO at Skyluft.**

In regards to the Claro stores, the unique multi-touch experience generated a better in-store communication, which in turn contributed to increased sales. In the future, more Claro shops will be technically enhanced in the same fashion.

ABOUT SKYLUFT

Skyluft is a professional team that creates innovative experiences, emotionally connecting people with their interests, values and needs through interactive solutions. Skyluft is the trendsetter when it comes to transforming environments through the integration of technology, design and purpose.

For more information, visit www.skyluft.com.
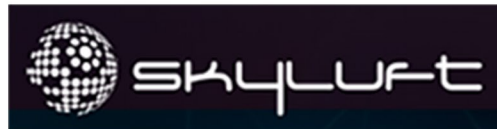
ABOUT NUITEQ®

NUITEQ® is a world leader in collaborative touchscreen software that enables natural interaction. The company is re-imagining and redefining education, meeting room & entertainment technology. Its software suite of collaborative apps helps to attract audiences, engage them and leave memorable impressions. The Snowflake software is used in over 70 countries. NUITEQ's vision is to empower educators, business professionals and companies in their day-to-day work through the use of touchscreen technology.

For more information, visit www.nuiteq.com.

MEDIA ENQUIRIES

Contact: Alina Chioran,
Marketing Officer at NUITEQ®
+46 73 087 7099

POWERED BY
NUITEQ®