

SURE.

Interactive Touch & Immersive Digital Signage.



The Client.

With tens of thousands of customers across three islands Sure offer a range of products and services ranging from voice, mobiles and broadband to networks, global connectivity and managed service solutions. After being acquired by the Batelco Group in 2013 service jurisdictions expanded to include the Middle East and North Africa.

The client brief was to modernise stores using cutting-edge technology, increase store footfall, reduce confusion around mobile phone tariffs and introduce a sophisticated sales journey to enhance the shopper experience.

Acquire's Solution.

Working closely with hardware partners Image Technique we developed a concept that would meet all of our client's objectives. We devised two feature pieces for the store; an immersive feature video wall to draw in customers and distribute messages and a touch interactive totem designed to assist sales and encourage engagement.

Touch Totem.

Located in the centre of the store the 3 sided totem is made up of 55-inch touch screens. The system allows customers to browse and compare mobile handsets, tariffs and other products and services. The customer can then place an order directly from the screen or send

the product details via email so that a purchase can be made at home - creating an omni-channel approach.

When developing the system for our client we ensured that it fully integrated with their existing website CMS so that any changes to models and pricing only had to be made to the website but would also be reflected across the in-store digital signage applications.

Immersive Video Wall.

In order to create maximum impact, Sure wanted to use a large scale video wall comprised of a strip of 46 inch screens which were wrapped around the store's interior. As well as providing an impressive backdrop to the physical handsets, the video wall also delivers marketing communications to customers. The Acquire team carefully designed the on screen content to ensure that the video wall maintained a constant flow of imagery, which is automatically managed by the system. Content flows in such a way across the strip that it successfully draws the customers into the store to discover more.

Both digital applications were created to enhance the in-store experience. The digital applications designed by Acquire both engage and provide customers with a greater involvement in discovering which product/service is most suitable.

