



Simple and practical! Just take a mobile from the shelf and read the info directly from it.



Choosing the right mobile and network provider made simple: mobile overview, mobile features, provider and comparison.

SCHWEIZERISCHE POST INTERACTIVE GOODS DISPLAYS AT SCHWEIZERISCHE POST

Schweizerische Post is using new, interactive goods displays for mobile telephones in its PostShops. By doing this, Schweizerische Post is aiming to position innovation where the customer can experience it.

The interactive goods display will present the broad range of mobile telephone products, the combination options offered by the providers and their pricing systems in a comprehensible way. In this way the customer can obtain information quickly and independently and compare devices. screenFOODnet Digital Signage Retail Services AG developed the entire concept in cooperation with Schweizerische Post and realised the project together with different divisions of the Post and an external content agency.

Each interactive good display was equipped with 21 mobile phones and a 22-inch

multi-touch screen. All the devices were also equipped with the screenFOOD® VRS (Visual Retail Security) System. To enable simple maintenance, the goods displays were given various types of access to the individual components. The contents showed on the display screens are kept up to date with the client server-based software solution, screenFOOD® CS, and automatically processed by deep-level integration of sources, such as SAP. Customer use is stored statistically by screenFOOD®. Success is measured for each individual location by means of a comparative evaluation with the sales data from the tills. Daily automatic updates of mobile phone data are guaranteed with the use of screenFOOD® DATAPIPE.

This innovative solution offers Schweizerische Post customers a dynamic „customer experience“. The information supports the customers in making their purchase decision, helps staff in sales talks and promotes mobile phone sales. The central, integrated and fully automatic informa-

tion distribution to the digital medium in the shop will reduce long-term process costs and save considerable time. Thanks to the use of screenFOOD® ANIMATION FACTORY, the interactive and animated presentation of contents is automated, which guarantees high-quality operation. The project was implemented by screenFOODnet and Schweizerische Post. Consultation, concept design and project management were conducted by screenFOODnet. Design, implementation and installation of the terminals were carried out by Schweizerische Post.