

LG CASE STUDY | TELUS Mobility



TELUS Mobility is enhancing the shopping experience with interactive technologies at the point of sale, thanks to LG and ADFLOW.

Digital Sales Assist technology with LG touch screen capability helps ring in the sales

OVERVIEW:

Country: Canada

Customer: TELUS Mobility

Partner: ADFLOW Networks

Industry: Telecom

CUSTOMER PROFILE:

TELUS Mobility is an innovative, wireless telecom provider offering wireless voice, data and Internet services to over 5.3 million business and consumer clients via their two distinct digital wireless telephone networks.

PARTNER PROFILE:

ADFLOW Networks is a recognized innovator – the first to offer SaaS (Software as a Service) digital signage, and the first to offer lift and touch interactive Sales Assist Stations™ in retail stores. With over 10 years of in-store media expertise in Digital Signage and Interactive Sales Assist Technology, ADFLOW Networks provides customers with long-term, proven solutions that deliver sustainable value.

BUSINESS CHALLENGE:

- Engage TELUS' customer in-store with advanced digital sales assist technology
- Create a differential advantage
- Increase sales
- Provide a cost-effective, flexible, customizable solution

SOLUTION:

- Created a Digital Sales Assist Station™ – TELUS 'Touch and Lift Zone'
- Realized on LG's innovative, touch enabled Stretch Screen

BENEFITS:

- 'Wow' experience in-store
- Differential advantage through enhanced shopping experience
- Eye-catching, traffic-building
- Customized content, easily adaptable
- Rapid deployment
- Self-serve environment appeals to today's customer
- Business efficiencies and sales lift

LG and ADFLOW Partnership – The Right Call

As a global leader and technology innovator, LG is always looking for ways to merge its advanced technology solutions with like-minded partners. ADFLOW's interactive, Touch and Lift Sales Assist technology proved to be the solution that would bring them together for TELUS Mobility.

THE CHALLENGE

LG's new, innovative stretch screens captivated TELUS right from the beginning. As innovators themselves in the wireless industry, TELUS was looking to provide a more interactive customer experience at the point of sale. LG's stretch screens were uniquely suited for the interactive experience and would help to create a more compelling environment for shoppers.

THE SOLUTION

ADFLOW'S interactive Sales Assist Stations had worked for Koodo, who also used LG screens to display product information in its stores. But TELUS wanted to take it up a notch. When TELUS said, "Wow, wouldn't it be cool if we could touch enable LG's stretch screen," ADFLOW and LG worked together to rise to the challenge.

"Much of our innovation has come from our existing customers saying 'Wow, wouldn't it be cool if...' We were able to rise to TELUS' challenge with our proven Lift and Touch technology adapted to LG's stretch screen."

Wayne Ruttle
Vice President, Sales – Major Accounts, ADFLOW Networks

With the support of LG, ADFLOW integrated a touch-enabled stretch screen for TELUS. Through LG's screen, customers were able to learn about TELUS' lineup of 3G phones, compare them on the interface, even choose a phone plan – all before any interaction with a salesperson.



THE 'LIFT AND TOUCH' EXPERIENCE

ADFLOW'S Sales Assist Stations integrate self-service, interactive touch screens that trigger specific product information on the screens when the consumer lifts the product and then interacts with the targeted messaging.

THE BENEFITS

Creating an Enhanced Customer Experience

More and more companies like TELUS are connecting with customers by creating exciting, personal, interactive experiences in-store that empower them to choose. This is a key differentiator at the point of sale, which enhances the customer experience and drives increased sales.

The self-service business model enabled through ADFLOW's digital media management solution and realized on the LG stretch screen allows customers to choose the benefits and solutions that matter most to them.

Advancing Reliable, Proven Technology

ADFLOW's reliable, proven technology provides a more flexible, customizable, cost-effective solution that communicates the latest product information to customers quickly and efficiently – avoiding the added time and cost of printing and distributing brochures.

"Our solution was completely flexible and customizable. So when new phones or new wireless plans were rolled out nationally, content could be changed virtually immediately – and cost effectively – across TELUS' entire network of stores and customized to reflect regional differences."

Wayne Ruttle
Vice President, Sales – Major Accounts, ADFLOW Networks



STRETCH YOUR POSSIBILITIES

Reducing Costs

As it's increasingly challenging for Sales Associates to keep up with changing technology and an ever-growing inventory of new products, features and promotions, many companies invest in costly product knowledge training programs.

ADFLOW's digital management solution reduces the need for training staff on the front lines, as customers are able to educate themselves on specific products and features, and take advantage of current promotions. As a result, Sales Associates can focus on building a relationship with a customer and providing valuable support.

Getting Results

Interactive media captivates and engages consumers, providing an enhanced shopping experience while effectively communicating the latest products that ultimately drives sales lift.

"We are seeing an increase in sales lift and encouraged by the attractive rate of ROI with the implementation of the TELUS Lift and Touch Zone provided by our technology partners ADFLOW Networks and LG Canada."

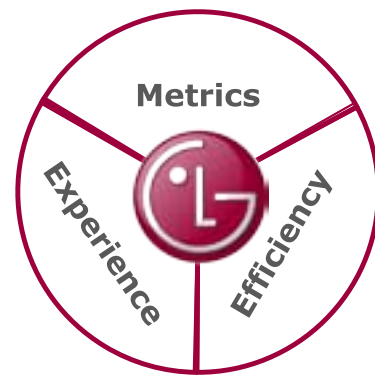
Mike Drennan
Director of Retail Operations, TELUS Corp.

DELIVERING VALUE – LG'S ME² PLATFORM

LG thinks bigger than the big screen. LG excels in bringing innovative technology advancements to the digital signage market with award-winning LCD and Plasma displays.

With the explosive growth of digital signage applications, interactive displays connect with consumers more than ever before.

In the complex world of digital signage, LG believes organizations need to view these deployments with three key considerations. Metrics, Customer Experience and Business Efficiency. Using this wholistic LG ME² approach, LG is able to work with customers to develop rich digital signage solutions.



Metrics

Returns should be measured not only on investment, but also on customer satisfaction and efficiency. By measuring the impact of your messages, you can take these real-time analytics and make better, insight-driven business decisions.

Experience

The customer in-store experience is just as important as what you stock on the shelves. Positive customer experiences can drive sales.

Efficiency

The ability to meet corporate objectives through rapid deployment of new products, product benefits and time-sensitive promotions drives efficiencies. ▶

▶ LG'S HIGH-IMPACT DISPLAYS – EXCITE AND ENGAGE

LG offers innovative display solutions tailored to the conditions of ever-changing markets, and understands the complexity involved with implementing and deploying a dynamic digital signage network.

Applications such as digital sales assistance, way-finding, travel information, dynamic advertising, message boards and corporate communications are realized on innovative LCD and Plasma displays designed to excite and engage the customer in a variety of venues.

With a breadth of choice in each line – including a full range of LCDs up to 65 inches and Plasmas up to 60 inches – LG helps customers create value-driven solutions to meet their digital signage needs.

LOOKING AHEAD

Interactive displays are a proven way of actively engaging customers with products before they buy. If you think of any product that requires investigation before purchase, an interactive display is a perfect solution.

“Think of digital cameras, for example. Think vitamins... you walk into a health food store and see all the dietary supplements available – how do you choose? Imagine picking up a bottle of vitamins and interacting with the information that comes up on the screen. The possibilities are virtually endless.”

Steve Kartonchik

Vice President, Sales and Marketing, ADFLOW Networks

ABOUT LG

LG Electronics, Inc. (LG) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 84,000 people working in 112 operations, including 81 subsidiaries around the world. With 2008 global sales of \$44.7 billion, LG is one of the world's leading producers of flat-panel TVs, audio and video products, mobile handsets, air conditioners and washing machines.

Delivering on its commitment to innovation, LG Electronics recognizes the importance of flat panel display technology when used to communicate, engage and entertain. With the explosive growth of applications like digital signage, interactive displays connect with consumers more than ever before.

The LG Commercial Products division has the dedicated staff and technical expertise to grow with you as your needs evolve, with a broad range of displays, superior service and the distinct advantage of having LG experts who understand what makes each industry unique.



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