



Karstadt Warenhaus GmbH and screenFOOD AG: A success story.



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KARSTADT SPACE SAVED, BENEFIT INCREASED

23 pilots for the virtual extended sales area at Karstadt.

Karstadt Warenhaus GmbH, a leading German retailer and one of the best-known retail brands, is now also presenting its range of large electrical appliances (refrigerators, washing machines, dryers etc.) at branches virtually.

The interactive stele serves on the one hand to provide information to the end customer, and on the other the sales executives in the Karstadt shop can use this stele to pitch end customers. This „virtual extended sales area“ has been developed for Karstadt as a screenFOOD® APP by screenFOOD AG.

23 terminals have been installed at 23 pilot locations in different departments. In addition to the large electrical appliances, the Karstadt head office or branch can simply choose via screenFOOD®

Animation Factory whether the stele will stand in the electrical appliance, multimedia or sports department. In this way each stele can be used quickly within the location in different departments. The screenFOOD® APP allows rapid scaling or extension of the application to further departments. Furthermore, the screenFOOD® APP has been integrated into the existing IT infrastructure and continually keeps the virtual extended sales area up to date as regards product availability and data.

Karstadt customers are offered a dynamic shopping experience with this future-proof solution. The information that supports customers in their purchasing decisions promotes product sales. The sales executive can also intervene actively in the customer's decision. For example, he can show or sell the customer products that are not in stock at that particular branch, or order them for the customer to look at. There is also still the option of limiting product choice using certain criteria

and comparing products with each other. The central, integrated and fully automatic coordination of information with existing data sources means that long-term costs can be reduced and the time required to administer such systems reduced considerably. Thanks to the use of the screenFOOD® APP on the basis of screenFOOD® Animation Factory, the interactive and animated presentation of the contents is automatic, which guarantees high-quality operation.

The prime contractor for the project is STEP Electronic GmbH. Consultation and conceptual design were conducted by screenFOOD AG in cooperation with the Karstadt project team. The terminals were designed, manufactured and installed by STEP Electronic GmbH in cooperation with the „interactive displays“ company.