

## Heightened shopping experience due to digital in-store communication

### Telenor Group

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The telecommunications company Telenor Group has for the first time opened two branches under its own name in Norway. The shop concept aims at presenting a customer-friendly communication of their range of products. Digital in-store communication serves as a perfect companion to the innovative positioning of the brand.

The Telenor Group is a leading worldwide telecommunications provider and has a strong presence in Scandinavia in the fields of mobiles, broadband and TV service. Presenting these virtual services to their customers in an uncomplicated, simple and comprehensible manner was the challenge Telenor took on, and in September 2010 the first two shops were opened in Oslo under their own brand name of Telenor. The new concept of these shops picks customers up when they no longer know what to do: in other words, making the right choice to fulfil their requirements in the jungle that telecommunications has become. At the same time the aim is to heighten the purchasing experience that is being striven for by the consistent implementation of the design, from packaging to shop construction and the digital signage solution integrated into it.



Two large screens, on which occasional customers are enticed with fresh, varied Telenor advertisements, are positioned near the shop windows for digital in-store communication. Inside the shop, a 52-inch multi-touch screen draws visitors' attention to the various services and bandwidths offered by Telenor. In the rooms, designed as a cross-section of a family house, all kinds of possible use scenarios in the field of telecoms service can be recognised. By touching a scenario a new window opens that provides further information on it – both for the visitor and the shop assistant. The tool is ideal as a sales aid because it can explain visitors' requirements to them both visually and aurally.



Mobile devices are also presented with targets in mind in the Telenor shops. They are all coupled with a screen in the direct vicinity via a sophisticated system. As soon as a visitor takes a mobile phone from the shelf, the appropriate product information appears on the display. The customer can also find out further product details via the integrated touchscreen and in this way interactively clarify and compare within the preferred price range for the mobile he wants. Additionally, the installation is continuously optimised by connection to a statistics tool. The data provide indications about the behaviour of the purchasers, therefore providing valuable information to help improve the concept.



The project was successfully implemented with screenFOOD partners Inventa and the Telenor project team. Because this project has been so successful, there are plans to equip further Telenor shops in other countries.



screenFOOD® at a glance:

screenFOOD AG, based in Lucerne (Switzerland), has been devoting itself to the emerging digital signage market since 1998. Our coordinated software product family fulfils the most diverse of requirements and can therefore be integrated easily into various branches of industry. Using the sophisticated screenFOOD® software guarantees the customer efficient communication measures without major spread loss. The brand name screenFOOD® encompasses the three main products: screenFOOD® SA, screenFOOD® CS and DOORscreen, which can be expanded with various additional modules. screenFOOD® products are distributed via traders and integrators in order to provide end customers solutions from a single source.