Launching a Shop-in-Shop solution for the hectic Reseller environment

Challenge

Mobile technology is dynamic and ever evolving, and thus - Verizon Wireless is continuously challenged with delivering timely information on product, service and promotion offerings across its fleet. Since 2008 Verizon has successfully utilized the ReflectView CMS platform to deliver content across its company-owned network of stores, but has endured an ongoing challenge of keeping the independent reseller locations up to date and compliant with guest-facing education and information.

To mark the launch of a new Samsung Galaxy phone Verizon, our challenge was to create a wow-impact digital merchandising experience that would cut through the clutter and amplify the brand, uniquely designed to appeal to their "Big 6" reseller environments. The solution needed to address the chronic pain points typical of operating in a 3rd party environment:

- Ensure timely and compliant delivery of content within reseller locations to address the need for consistency across environments

- Provide access to a dynamic real-time method for managing content

- Operate outside the constraints of both Verizon and Reseller IT departments

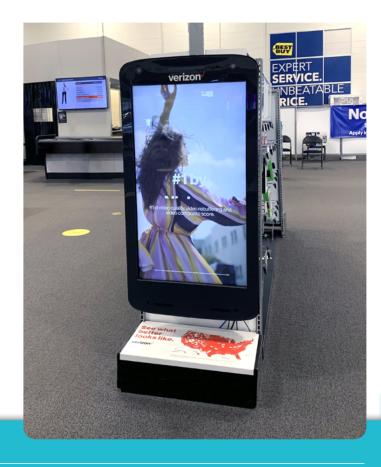- Improve customer experience through a real-time, updatable, interactive visual merchandising.

Solution

We created a unique endcap shop-in-shop digital merchandising unit which featured three tethered Galaxy devices, and a vertically mounted 42" Samsung touchscreen display with an accompanying fascia that transformed the endcap into a large Samsung Galaxy phone. This endcap gave life to a dynamic interactive experience allowing store guests to navigate through highlighted features of the new device, learn about the benefits of 4GLTE and try the new applications exclusive to Verizon.

We partnered with stakeholders across store operations, marketing and IT to plan, deploy, and support a fully hosted solution using the ReflectView software platform. This provided Verizon Wireless with an efficient option for quickly deploying and managing the digital end caps without the support of internal (Verizon and Reseller) IT groups.

Results

We delivered an industry-proven solution that is scalable and flexible enough to be used for a variety of in-store digital media applications. We worked with Verizon Wireless and their preferred hardware and integration partners to plan, test and deploy the endcap displays that enabled reliable content delivery using a creative high impact form factor. Following the implementation to the "Big 6" reseller environments, we successfully scaled the same solution to over 1,100 Best Buy locations.

The ReflectView software powers hundreds of digital media systems across the Brand's vast network of stores of 1,900+ locations. Irrespective of form factor, device or content experience - Verizon Wireless is able to leverage our software platform as a rich media backbone that can adapt and grow to handle an array of brand, training, marketing and product launch campaign activities across a growing store network, while able to monitor media and content compliance to address the chronic issues that plague the reseller environment.

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