iPad Comprehensive Kiosk Application

Client Overview

Brazil's leading home appliances and electronic retailer with multiple merchandizing channels including physical stores, online store, etc. Incresol have been helping client to implement their multichannel ecommerce strategy since 2013; responsible for designing, developing, integrating and supporting the various solutions that optimise the client's ecommerce website shopping experience memorable across physical stores and web store.

Challenges

- As a retailer of electronics, furniture and home-style brands, the company was looking for ways to build a deeper relationship with their end customer.

- The vision was to develop an innovative multi-channel customer self service retention program that offers in-store customers much more than a traditional 'points-for-purchase' based programs.

- Company requirement included finding a single solution which should be available on ipad and to be placed on the kiosk in multiple stores.

- This will help to drive greater enthusiasm for their brand, providing competitive differentiation and would ultimately drive a deeper brand affinity from their customer while measurably increasing their revenues.

Key Features

Self Service Solution – The ipad kiosk application allows end users to access information and perform various important tasks without any assistance, such as :-

1. **Payment Methods/Plan Selection**

- **Easy Payment Plan :** In this plan customer can pay at his/her convenience. By various flexible plan offered by store such as interest free instalment payment, Buy now and pay within 3 or 6months instalment, upfront payment with huge discount, etc.

- **Mobile Wallet Purchase :** A small software app inbuilt in ipad, where customer could make several online transactions. Mobile Umbrella wallets, the services are stand-alone applications that can be connected to the wallet using certain interfaces.

- **Bonus Points :** Earned bonus points attracts customers for next purchase where they could redeem their points.

2. Feedback Mechanism

- **Customer Feedback:** A customer feedback form in the app helps customer to provide feedback or register complaints against the product and services obtained by them.

- **Sales Rep Feedback:** Give feedback on the salesperson's performance. Also effective for evaluating sales organizational goal.

- **Store Experience Feedback:** Customer store experience directly impacts shopping behaviour

3. Loyalty Programme

Customer Loyalty reward program offered by company give customer various avenues to get associated such as by way of free merchandise, rewards, discount coupons, product launch or release offers, etc. Few of the distinctive rewards offered by client at their store :

- **Medals :** Medal based loyalty system is the latest trend in the market. Under this programme customers earn medals as rewards based on their purchase and become eligible for discounts on the products or free products.

- **Privilege Reward :** Surprise gifts or offers to privilege members during their birthday or anniversary to make them feel special and respected. Privileged based on membership tier.

4. Stock Check

- **Goods Availability :** Users can save time by checking availability of products in stores. It also generates requirement which is out of stock and easily not available.

- **Product Search :** Users could easily and quickly search for the required product, its availability or do system check if the system runs automatically when a goods movement occurs in the organization.

- **Product Locator :** Makes it easy for customers to search in-store products and its location through the digital in-store maps, on ipad kiosk.

Mitigation

- Incresol developed an iPad application known as "Comprehensive kiosk application".
- The application allows customers to earn points from in-store and online purchases.
- Customers can even share their reward point achievements by displaying on their social media profiles such as facebook and twitter pages.

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- The application has unique suite of rewards that appeals directly to customer's passion and interest.
- Medals are categorized into different categories based on the type of purchase and include offers such as free insurance on select products, free WIFI, additional digital purchases, in-store display of Names of top 100 customers etc.
- Customers can view their reward points after making a valid login into the ipad Kiosk application available in the store.
- Reward points are calculated based on the purchase made in the past and are displayed on the medal screen. Purchase history and related data are collected from SAP as the application was centrally integrated to SAP.
- On every successful user access of the medals page a new tag is updated in the Google Analytics. Similarly, on every page navigation the information is updated back to SAP and the respective tables are updated.

Technology Used

 X Code for iOS and RFC's in SAP, SAP PI

Project Duration

 The project was completed in 3 Months.

Business Value

- **Enhanced Customer Retention:** This application (loyalty rewards program) helps in increasing relationship span wherein customers can be moved up from one spend level to the next. This will help in conversion of occasional customers into frequent or regular customers. Such regular customer are likely to share their experience with others in their social circle and help towards growth of the business.
- **Enhanced Buyers Experience:** The addition of this program application to the online site and in-store helped more compelling user experience that helped for repetitive purchase by the members to increase their reward points.
- **Satisfy Desires:** By introducing such loyalty programs, customers' fundamental desire of earning a reward , achievement, medals, testimonial, etc. can be met, resulting in better earning for the organization in the long run.

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