

Case Study.

# Sara Lee Lingerie.

Interactive Digital Displays.

acquire<sup>®</sup>

## Client Brief.

As a global company based in Illinois, USA, selling to over 180 nations worldwide our client was looking for a way to leverage interactive screens, to improve product information across their range and raise brand awareness.

## Acquire's Solution.

Working in collaboration with partners IQ Group, we identified that the high quality garments presented in luxury boxes were being destroyed by curious customers and this was therefore effecting sales and profit margins. An interactive journey for customers was created.

## Features and Benefits.

- Enhanced customer service by providing product information.
- Increased cross selling opportunities on promotional goods.
- Added value to the overall customer experience.

## The Acquire Software.

Using digital touch screens the interactive system allows customers to scan products to view product information. In addition to this the enhanced shopping systems also provides customers with valuable information about pricing, guidance on fitting and advice for buying gifts.

