

# WIND Hellas.

## Interactive Point of Sale (POS) Screens.



### The Client.

As one of the largest telecommunication companies in Greece our client wanted to make themselves more distinguishable from its competitors. As part of a major brand overhaul and store refurbishment, Acquire were tasked with creating engaging digital applications that would assist with sales and reduce paper consumption.

### Acquire's Solution.

Our in-house design and development teams worked collaboratively to create two distinctive and unique applications, both designed to generate intrigue and increase customer participation. One of the primary objectives for Acquire was to develop a system that would enable customers to browse and compare mobile handsets and tariffs with more autonomy.

### Giant POS Wall.

The giant Point of Sale (POS) interactive wall displays tariffs and handsets allowing customers to set parameters around price, model and usage. The system then displays the best deal according to the customers' selections.

The POS wall is operated by the Acquire Software engine and was specifically developed in-house to incorporate special features and functionality. The team

also created a unique Content Management System (CMS) to provide store sales staff with the ability to make updates to on-screen content quickly and easily.

### Hot 5s Handset Display.

Steering away from more conventional ways of displaying handsets the store opted for a more interactive approach. Known as the Hot 5s table top the display utilises a digital screen where content is triggered by shoppers' actions. Customers are invited to pick up handsets to assess the size and weight, however handsets are accompanied by the playback of official promotional videos adding a dynamic element to the shopping experience.

Using Acquire's Trigger App the system works by detecting which handset has been picked up. Once the playback of the video has been triggered it will continue to play content ignoring other triggers such as, another handset being lifted.

Both digital applications were created to enhance the in-store experience. The digital applications designed by Acquire both engage and provide customers with a greater involvement in discovering which product/service is most suitable.

