

CREATING THE WORLD'S SMARTEST STORE

THE CHALLENGE

HOW TO BRING THE MAGIC OF TECHNOLOGY TO LIFE?

The explosion in smartphones and mobile data is changing how we communicate, buy, and live every day. It's exciting, but it can feel bewildering.

Smart Communications is the Philippines's largest wireless communications provider. In 2015 they embarked on a 3-year digital transformation to expand in mobile internet and broadband. But they realized a challenge would be to overcome this bewilderment and engage would-be customers.

But how could they show customers what new technology meant for them? And how could they forge a strong relationship with their customers?

HOW WE HELPED

DIGITAL YOU CAN SEE, TOUCH AND ENJOY

Smart Communications realized a fantastic way of bringing their technology to life would be to literally bring it to life – in store. And with our capabilities in retail strategy and user experience, they asked us to help. The idea was to turn their Manila flagship store into the ultimate Smart store.

To do that we redesigned the store around digitally immersive, interactive experiences – so customers could discover Smart's new offerings. These experiences drew on the latest multiscreen digital rendering on panoramic walls. We created a self-care interactive wall where customers could manage their accounts, plus an interactive product wall and virtual-reality gaming hub. Customers could even build music playlists to play on a digital turntable.

THE RESULTS

THE FUTURE OF CONNECTING WITH CUSTOMERS

The Smart flagship store has been a huge success, providing a new way to shop and raising the bar for customer experience in the Philippines. By improving the retail experience and interaction with digital products, this venue has seen a 249% increase in customers, and an 80% decrease in wait time to speak with a sales associate.

And the big data from in-store interactions is helping Smart continuously improve. It's shaping relevant promotions and driving dynamic pricing. It's even delivering effective visual merchandising to match the store's foot traffic. The result? An in-store sales increase of 169%.

Smart is planning to transform other stores nationwide, allowing more customers to connect with the future. And making their relationship with the brand one that's built to last.

TO LEARN MORE VISIT
www.accenture.com/interactive

