

Case Study

AT&T Authorized Reseller: Series 1060 success at AT&T

“Adding accessories to displays definitely increase our sales!”



“Series 1060 is a great product... it can protect your accessories and definitely increase your sales...”

AT&T Authorized Reseller Manager, Biral Shah, works hard to make his customers happy with their purchases, but his store's outdated security system wasn't working nearly as hard as he and his team. Then Shah's store installed the Series 1060, the Smart Lock, the IR2 Key

and the IR Locking Hook. And this is what happened, in Shah's own words.

“Series 1060 is a great product. Seamless, nothing to worry about, it can protect your accessories and definitely increase your sales. You are safe and your items are safe.”





THE STORE NEEDED A MORE UP-TO-DATE AND CUSTOMER-ORIENTED SECURITY SYSTEM

The current security system was technologically backward and negatively impacted both customer experience and sales.

- › Inability to power up accessories decreased sales
- › Displays didn't allow for full customer engagement
- › Security weaknesses limited the amount of inventory that could be kept up front
- › Complicated takedown process made for time-consuming nightly closing

INVUE'S IR ECOSYSTEM™ DELIVERED RESULTS:

Shah's store went with InVue's IR Ecosystem solutions for increased productivity and profits.

- › Series 1060's ability to cross-merchandising accessories that are powered up for an improved customer experience
- › IR Locking Hooks provide the highest level of peg hook security for premium accessories allowing customers access to the merchandise
- › Smart Lock makes inventory access and customer service faster and easier
- › Time is saved during nightly closing with the IR2 Key

SITUATION

"There were a lot of challenges," says Shah of his store's previous security system. The technology was outdated and it was affecting both team performance and customer experience. The system was incapable of charging accessories, costing Shah's store countless valuable cross-merchandising opportunities. Customers couldn't safely play around with smartphones and iPads to fully experience these items as if they owned them. Shah's team spent too much time every night taking each phone out of its display. And Shah simply didn't trust in the safety of the old system enough to keep much extra inventory in the front of the store.

"As the technology changes, everybody needs to reconsider their security devices," says Shah. That's why his store installed InVue's Series 1060, Smart Lock, IR Locking Hook and the IR2 Key. It's a IR Ecosystem platform that can be built on as merchandise security needs change.

RESULTS

"I recommend the 1060 to everyone, for sure...it's about quality, it's about safety, it's about your inventory. Guaranteed, you will love it."

The difference between InVue's solutions and the older system was quickly apparent, with InVue's system the clear visual winner. "People like this new style, new layout. It's a

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classic look,” explains Shah. InVue’s elegant aesthetic fit seamlessly into the store’s design and let the merchandise take center stage where it belongs.

The Series 1060 has given Shah and his team greater opportunities to connect customers with the accessories they crave most—from Bluetooth headsets to speakers to Otterbox cases.

Of course, the InVue system’s improvements go far deeper than just aesthetics. Since installing the IR Ecosystem, Shah and his team have more time to focus on what matters – customers and sales. Having one key on hand that works for every product has made interacting with customers and demonstrating merchandise more efficient and more effective. Nightly closing is now much faster, thanks to a streamlined process for securing merchandise: “One touch of the key, and you can take the phone out or lock it down in one really simple step.” And now there’s

no need to waste time worrying over store security. Shah is even confident enough to keep more inventory in the front of the store, where he and his team can quickly access it

for customers, saving time, allowing them to service more customers and improving service. “We used to put a lot of stuff in the back room, now we put it in the front and we don’t need to worry about it,” says Shah, who points out that he can now safely leave even expensive accessories in their drawers at closing time.

The best proof of the InVue advantage is always to be found in the bottom line. The Series 1060 has given Shah and his team greater opportunities to connect customers with the accessories they crave most — from

Bluetooth headsets to speakers to Otterbox cases. “The great thing about this product is it can charge both devices with one unit,” Shah explains. This allows customers to see the accessories in action, which makes it that much harder to leave Shah’s store without one. The Series 1060 has also provided some unexpected selling opportunities, turning the store’s courtesy phone charging station into a chance to make sales. “We sometimes get customers coming in just to charge their phones,” Shah tells us. “With the Series 1060, what we can do while they are charging is demonstrate a product to see if they want to buy.”

While Shah is impressed with the technological precision of InVue’s solutions and the ability to secure and power merchandise at the same time, he notes that even those without such behind-the-scenes interest in the system have been impressed: “Customers like it. They like that accessories are easy to test.” And as we know, happy customers mean higher sales.

