



# Interactive Displays: Adding A 'Touch' of Digital To The In-Store Experience

When it comes to shopping in a physical store – customers expect more. They want a more immersive and memorable in-store journey that resembles the online experience that they enjoy; and allows them to connect with the brand on a personal level.

As we enter the digital era in retail, innovative brands that are willing to incorporate technology into their physical stores – will win the contemporary shopper over. To remain competitive, retailers need to focus on optimizing the customer experience across all touchpoints to ensure a **smooth omnichannel transition**.

Interactive touchscreens are an attractive digital technology that captivate and empower customers to control their shopping experiences. The application can range from stand-alone kiosks, wall-mounted screens or hand-held tablets; and can serve as a powerful tool to help shoppers and businesses throughout the buying process.

By integrating digital platforms in the physical store, retailers provide shoppers with a more engaging and convenient in-store journey. There are several ways to use interactive screens to elevate the customer experience:

## Engage

Give the power back to customers who are accustomed to using a digital platform to shop (online) by enabling them to browse through the product catalogue and place orders for items that are not available in-store.

## Inform

Keep customers up to date with the latest in in-store promotions; or give them access to explainer videos on the product journey. Automate back-of-house operations like stock-taking and internal staff video content on handheld devices.

## Entertain

Captivating content can entertain shoppers while they wait. Touchscreens also puts them in the driver's seat of their own experience. The **DMX Social Mix** interface gives customers the opportunity to curate the store playlist by using an app to vote for the next song to play.

# Create a more engaging and convenient in-store experience with intuitive digital technology

**Successful digital signage** must be enticing, intuitive and accessible. A seamless fusion of the digital and physical store – creating a transformative digital experience for the tech-savvy customer. Adding an element of 'touch' to the in-store journey works well in partnership with the other sensorial elements like **enjoyable background music** and **evocative scenting**, to create the ultimate in-store experience that keeps customers coming back for more.

Retailers know that consumers can be won or lost in a single interaction. In the era of shared experiences, creating a lasting impression is tantamount to customer retention. Incorporating technology to engage with customers in meaningful and creative ways creates repeated positive experiences and cultivates strong customer-brand relationships.

Interactive technology is the future of retail. Get ahead of the game. **Send us an enquiry today.**

