

Case Study

T-Mobile: T-Mobile is an American wireless network operator. Its largest shareholder is the German telecommunications company Deutsche Telekom.

Transforming the in-store customer experience with tablet POS systems.



T Mobile™

SITUATION

As the fourth largest mobile network provider in the United States with over 1,725 stores, T-Mobile continually looks to improve its in-store experience to maximize customer satisfaction. A persistent challenge had been providing customers with one-on-one attention and engaging them from the time they enter the store, through to the checkout experience. This challenge was preventing T-Mobile from creating the personalized customer experience

they desired and led to mounting customer frustration over in-store wait times. To address this, T-Mobile sought out technology that would allow associates to work directly with customers anywhere in the store and provide real time information to empower associates to craft a seamless sales experience.

INVUE SOLUTION

After thoroughly understanding the challenge, InVue collaborated with T-Mobile to create a mobile solution



Case Study



“The [InVue] CT300 provided the unique combination of power, mobility and security, along with integrated payment capabilities that shortened the time per transaction.”

— Brian Bell, Manager of Program / Project Management for T-Mobile

that combined tablets, software, and point-of-sale to vastly improve the customer experience. The solution was a complete tablet POS system, InVue’s CT300, which resulted in reduced wait and check out times.

First, InVue integrated a tablet and a payment device, allowing associates to process transactions on the spot, eliminating the need for a customer to wait in line at a sales counter.

Next, a charging stand was added so that both the tablet and payment device would be secure and charged, ready to process transactions at any time. Fixed charging stands are

also placed around the sales floor for associate use, but when mobility is needed, the devices can easily be removed for the associates to freely move about. Finally, a 5-unit gang charger was added to the back of the store. This securely locks and charges the devices throughout the night, ensuring all equipment is ready for immediate use when the store reopens.

RESULTS

After the installation of the InVue solution, associates were able to offer a tailored, personalized customer

experience and serve customers end to end. By implementing InVue’s mobile point of sale solution, both the speed of transactions and wireless plan activations have increased. Overall, the in-store experience has been transformed into a more productive interaction for both customers and associates.

