

# About Wireless Case Study

## XQ Interactive Retail: Ultimate sales tool brings customer experience to next level

About Wireless, a T-Mobile authorized dealer and a longtime RQ4 customer, is the first U.S. wireless retailer to deploy XQ Interactive Retail technology in its stores.

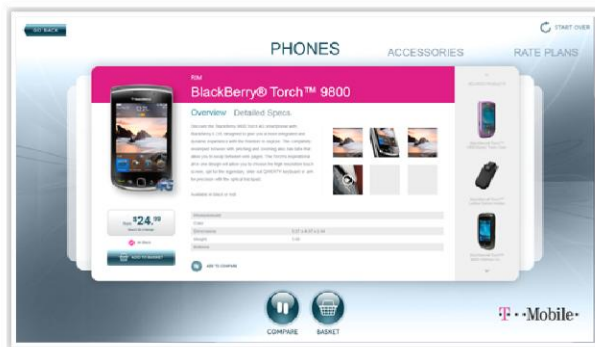
“XQ integrated perfectly to our POS system, and it came at the right price. The software is perfect. It fully integrated into what we are doing right now. Competitors’ offerings can’t even come close, particularly with regards to support,” said Ken Plachno, CEO of California-based About Wireless.

As part of a business strategy, the company launched four XQ Browse screens on June 9, 2011 aiming to reduce overhead cost, deliver wow factor, and increase sales.

### Reduce Overhead Costs

“Margins are decreasing so significantly in mobile retail that our first goal was to reduce the number of salespeople on the floor and give them the technical help they need to succeed,” Plachno added.

Instead of having to engage with each customer individually, sales staff can use XQ Interactive Retail to serve multiple customers at once, decreasing customer interaction time by up to 50%. Using XQ



XQ Browse Screen Shot at About Wireless

Browse screens, customers are empowered to take control of the content and actively research the products themselves, while sale staffs stand by to take questions or offer advice.

By displaying all of its product information on the XQ Browse screens, About Wireless has an additional training tool to increase salespeople’s product knowledge and assist them during the sales process.

**“We were looking to solve one of the biggest challenges in retail today, how to properly close the sale.”**



Ken Plachno, CEO of About Wireless

## Deliver Wow Factor and Drive In-Store Traffic

“XQ is the tool we can use to really bring people into the store,” said Plachno.

Unlike typical digital signage, the interactive XQ Browse and Stream applications running on touch screens draw customers into the store to touch, feel and play. The screens also give sales staff the opportunity to present and sell to customers. Impressed by this unique and convenient new shopping experience, customers are more inclined to tell their family and friends about it. They also become loyal customers who return to the same store to recreate the experience, bringing with them repeat business.

## Increase Sales

“It enables customers to make a decision much faster”, Plachno added.

The XQ Browse screen becomes the essential sales tool to communicate product benefits to customers. Retail staff are able to present the product, compare features, build a phone plan and close sales much faster than ever before. Presenting customized product information in multimedia format engages customers to learn about the products. Customers are better able to make an informed decision, thereby speeding up the sales cycle and dramatically increasing sales.

**“The customers are literally blown away by the experience. They actually come back on a regular basis for the experience”**

Ken Plachno, CEO of About Wireless



XQ Browse at About Wireless