

American Cellular Case Study

XQ Interactive Retail: Engaging with the Ever-Evolving Customer



In an effort to exceed customer expectations, American Cellular recently took a big step forward. In November 2011, the company became the first XQ Interactive Retail customer to go live on the product's general release at its Franklin, Tenn. location. American Cellular also plans to roll XQ Interactive Retail out to several locations in 2012, according to David Anderson, the company's Operational Systems Manager.

Today, American Cellular is a fast-growing company with 48 stores across Tennessee, Kentucky, Indiana, and North and South Carolina. Verizon Wireless has also named the company one of its Premier Agents.



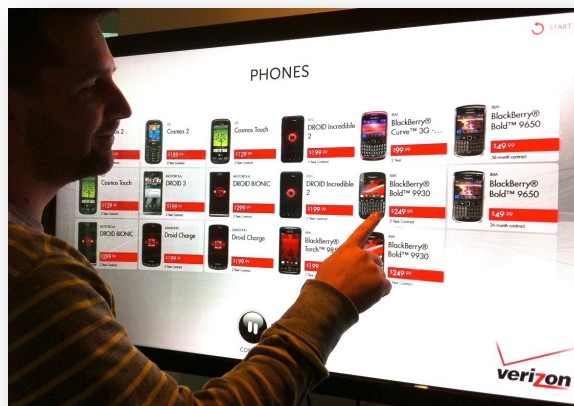
We've seen an increase in accessory sales, in terms of volume, in the first two months of offering XQ Interactive Retail in the store.

Kimbrough Dunlap, Owner, American Cellular

Attracting and Engaging Customers

Online shopping and the emergence of mobile apps have changed consumers' view of in-store shopping. They are looking for the efficiency, convenience and information of online shopping in the brick-and-mortar environment. "Our customers are young professionals who have busy lifestyles and know exactly what they want," Anderson says. "They want to spend as little time as possible buying the right product. They also want to be well informed before making any decisions."

Prior to implementing XQ Interactive Retail, the company struggled with customer walk-outs when there were long lines in the store. XQ helps to occupy shoppers while they wait for assistance.



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David Anderson, Operational System Manager,

“XQ Interactive Retail engages customers immediately, as soon as they walk into the store,” Anderson says. “We are able to engage more people even when salespeople are not available. For us, it’s not about how many people walk in; it’s about how many we can engage with.”

Anderson says XQ has also proved useful for sales pitches. “I often see sales staff using XQ Browse as a selling tool to inform and engage with customer, allowing them to close sales way faster.”

Differentiating the Brand with a Unique and Memorable Experience

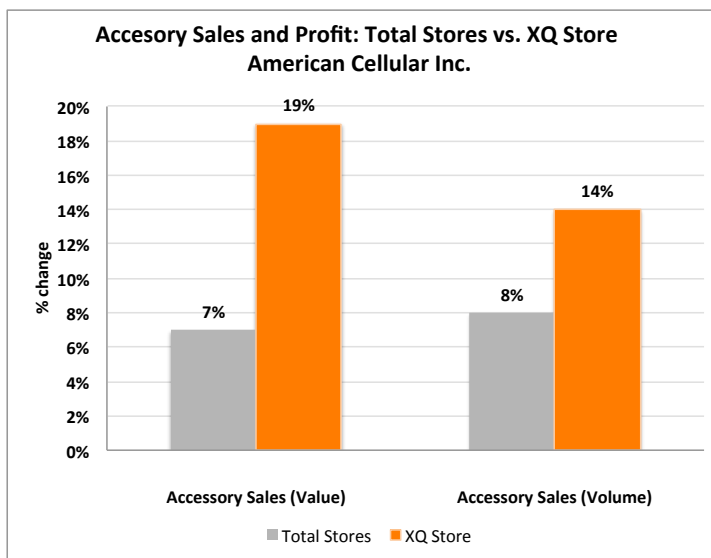
In Franklin, Tenn., American Cellular faces a number of local competitors. “XQ Interactive Retail gives us an advantage over other stores,” Anderson says. It differentiates our store by providing a wow factor, enabling consumers to experience a unique look and feel.”

Anderson says the self-service nature of the XQ Browse terminals empowers customers to make informed purchases. “They believe and perceive they are making the right decisions, so they are less likely to return the product and more likely to come back to our store.”

Increasing Cross-Selling Opportunity

American Cellular invested in XQ Interactive Retail to help drive accessory sales. “XQ helps us sell more products and become more profitable,” says Anderson.

Since launching XQ in November 2011, the Franklin store’s performance has been extremely positive. The volume and sales of phone accessories increased significantly. **The value of accessory sales increased 19%** (versus 7% at all stores). **Unit sales of accessories increased 14%** (versus 8% at all stores). These figures compared the period of November 15 to January 31, year over year).



Offering Best-in-Class Technology to Customers

Referring to his experience using XQ Interactive Retail from back-end to front-end, Anderson is impressed. “This product is almost a foolproof system. It is very dependable and very easy to operate, especially coming from the system manager standpoint. Once I implemented it, I never had to touch it again,” he says. From there, the company’s store managers can operate the XQ system without Anderson’s assistance.

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About American Cellular

Founded in 1991, American Cellular grew quickly from its humble beginnings – in the basement of a condominium – to its current status: operating more than 48 stores and employing more than 180 people in Tennessee, Kentucky, Indiana, and North and South Carolina.

Verizon Wireless has given American Cellular the distinct title of Premier Agent. This is only given to Verizon's best-of-the-best agents. Over the years, American Cellular, Inc. has won numerous awards from Verizon Wireless. Its most recent was being named top authorized Verizon Wireless agent for Middle and West Tennessee. The Nashville Chamber of Commerce has also recognized American Cellular as a Music City Future 50 Hall of Fame recipient – an award presented to the 50 fastest growing, privately held companies for five years in a row.