

# XQ Browse for iPad Case Study

## XQ Interactive Retail: Empowering Staff and Consumers

Founded in 1993, Cellular and More was one of the pioneers in the Michigan wireless retail market. Despite running a smaller operation than some of its competitors, the company was awarded Verizon Premium Retailer status and consistently exceeds Verizon's scorecard in categories like sales and customer service. Cellular and More currently operates seven locations in Michigan with the goal of delivering a seamless customer experience, great customer service and innovative technology.



**"Browse for iPad engages our customers with information to make better decisions and empowers our staff to speak about the products more confidently."**

Dean Leja, VP, Cellular and More, a Verizon Premium Retailer

Dean Leja, VP of Cellular and More, believed introducing new technology to the store would revitalize the brand image and resonate with their target consumers. Thus in December 2012, Cellular and More launched four XQ Browse and six XQ Browse for iPad screens in their location in Cascade, Mich. with plans to roll out similar improvements in another location in April 2013.

## Empower Today Consumer with Contextual Content

At the Cascade location, Browse-equipped iPads were placed near the physical products themselves, to provide consumers with additional information as they looked at the devices on display. Leja chose this display format because it allows consumers to learn more and put the product information into context. By pairing five or six devices with the product details displayed on Browse for iPad, consumers can try the devices out while learning about them in a manageable scope.



This simplifies the browsing process for customers, allowing them to make an informed purchase decision.

## Reduce Perceived Wait Time

XQ Interactive Retail catches shoppers' eyes and attracts them into the store. Even when the store is busy, consumers are still engaged with the brand. "XQ keeps customer attention longer. They don't feel they're wasting their time, so they're not upset by waiting. While they browse for the phones in the store, both on the shelf and on the screen, they're prompted to think about accessories, warranty and related products, which allows us to sell more items per trip," says Dean Leja.



## Increase Consumer Engagement by Empowering Sales Staff

Today's consumers research products on their own time and often know more than sales staff. As a result, staff must be on top of ever-changing product and pricing details. With the high turnover rate in the wireless retail industry, XQ helps bring new staff up to speed. Instead of focusing on memorizing product specs, staff can focus more on the sales process and upselling. "XQ empowers our sales staff with product knowledge, so they can speak about the products more confidently. It also helps with their credibility, which in turn helps our consumers feel more confident with their decisions," Leja says.

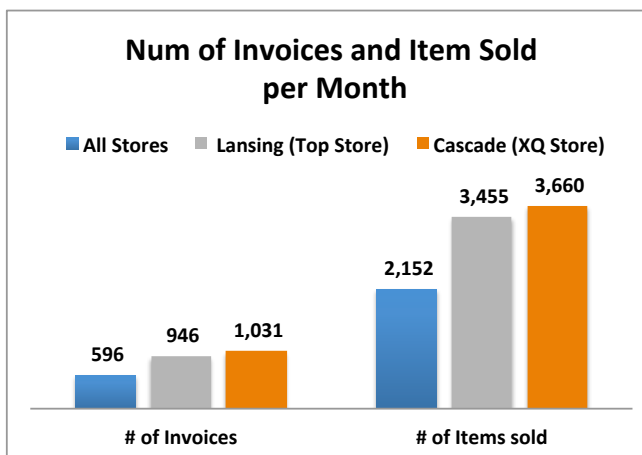


"We also use XQ as a sales tool to stimulate conversations with our consumers. Our sales staff share a Browse for iPad screen with consumers to show specs and compare products, leading consumers to think about different features and ask more questions. Sharing a screen and standing side-by-side allows staff to engage with consumers in a less confrontational way."

## Earn Higher Sales and Profit

Since launching XQ in December 2012, Leja noticed the Cascade store's performance has been extremely positive. During the period of Dec. 9, 2012 to Feb. 8, 2013, this store has outperformed all stores (averaged), as well as the top-performing store, in various metrics.

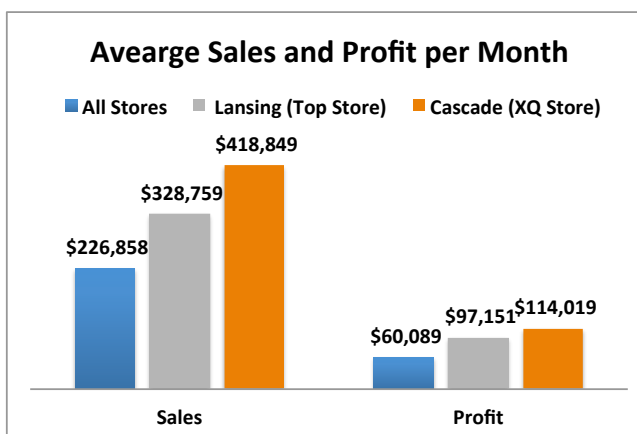
Based on a monthly average, the Cascade store transacted 85 invoices and sold 205 items more than the Lansing store, the top-performing store in the chain. This contributed to 8% more invoices and 6% more items sold.



Aligning with number of invoices and items sold, the average sales and profit per month at the Cascade store also surpassed all stores (averaged), including the Lansing store.

The average sales per month at the Cascade store were 27% higher than at the Lansing store (\$90,091 higher) and 85% higher than all stores averaged (\$191,991 higher).

XQ contributed to higher profit at the Cascade store, which earned 17% (\$16,867) more profit per month than the Lansing store. Cellular and More has already gotten a return on their investment.



"We started noticing the big increase in sales and profit after the first two months after launching XQ Browse for iPad. XQ significantly contributed to some, if not all, of this success. The numbers indeed spoke for themselves," says Leja.