

# Connectivity Source Case Study

## XQ Interactive Retail: Turning Shoppers into Buyers



Holding steady at the forefront of the industry, Connectivity Source, a Sprint Preferred Retailer, took a step forward by launching XQ Interactive Retail at one of its New Orleans locations. In addition to differentiating the store from nearby competitors, the company's goal is to provide the best customer experience possible. Connectivity Source currently operates 34 locations in Texas and Louisiana.

This New Orleans store went live with XQ Interactive Retail in May 2012.

According to Scott Aronstein, Connectivity Source founder and CEO, the result has been very positive so far. "Both customers and employees are intrigued by XQ. Some customers who came from the store across the street said, 'This is a much better experience.'

"XQ positions our store as being more technologically advanced than our competitors."

### Heightening the Customer Experience

XQ Interactive Retail adds excitement to the store and entices customers to come in and try the new technology. "It grabs customers' attention and makes them feel more excited because the store has life as opposed to a static store," Aronstein says.

"XQ is exciting not only because it is new, but it also allows customers to engage with the products even when sales consultants are engaged with other customers," says

Elena Mate, store manager for Connectivity Source's Uptown New Orleans location.

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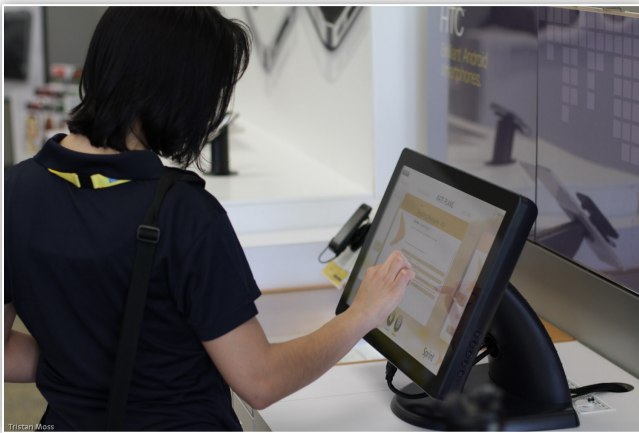
**XQ allows us to really deliver a great customer experience, so instead of buying from somewhere else, they make a purchasing decision right in the store.”**

Scott Aronstein, Founder and CEO, Connectivity Source, a Sprint Preferred Retailer

“When customers come into the store, they expect to be acknowledged and engaged. However, during the peak times, sales consultants may not be able to engage with every customer right away. With XQ, they can begin the browsing process, research products, learn about new products that they might not know are available in-store, and narrow down their choices. Sales consultants then are able to come in and heighten the customer experience through interactive visual aids, and help create the shopping basket.”

Aronstein says that XQ allows them to provide a unique experience, which helps to increase location loyalty. “We want to sell as many products as possible, but we want to do it in a way that customers are a referral source and become repeat customers themselves. To do that, we have to deliver a really good in-store experience,” he says.

“XQ grabs customers and keeps their attention if they are waiting to be helped. Customers are spending more time in the store and making more informed decisions!”



“XQ is exciting not only because it is new, but it also allows customers to engage with us even when sales consultants are engaged with other customers.”

Elena Mate, Store Manager, Connectivity Source

### Turning Shoppers into Buyers

Today’s wireless retailers not only compete with carrier stores and big-box retailers, but they also feel increased pressure from online retailers. “There are different types of customers; some customers come in to the store and are committed to making a purchase. Another group is comparison shopping. The idea is to provide a really great in-store experience, so instead of buying from somewhere else, they can

make the purchase decision right there in the store,” Aronstein says.

“XQ helps customers make a decision because it is very engaging and informative. It gives our customers a holistic view of everything we have to offer, allowing them to make an informed decision,” he adds.

Mate has noticed an increase in sales conversion. “XQ heightens our customer experience from the moment that they walk in the door. Before launching XQ, I found that customers wanted to go home and do the research. With XQ, they can do the research in the store, so they never have to leave.

Customers feel more confident because they are able to look and review the details of the product, and the sales can be finalized right away.”

XQ also allows customers to browse through products at their own pace, she says. “Often in retail, when you go into a store, sales reps push product on you. With XQ, the customer feels less pressured, and with the guidance of a sales consultant, they can make an educated decision that is best for them.”



### Boost Sales Productivity

XQ has been proven to boost sales productivity by efficiently guiding both customers and staff through the sales process. Information about phones and related items are presented on the touch screen, reminding sales consultants to cross-sell, and enabling customers to consider other items.

“XQ allows us to make sure our sales reps hit every step of the sales process,” Aronstein says. “For newer reps who are less sure of themselves, it’s definitely an aid to help them sell, and attach more items to the sales.”

As a sales aid, XQ presents detailed information on each product, via a sleek touchscreen interface. Product features can be added for easy side-by-side comparisons.

“I have to say the comparing feature is one of my favorite XQ features,” notes Mate. “Memorizing every aspect of each product is nearly impossible. There’s no way you can realistically expect that of your employees.

“And sometimes we have a technology-savvy customer who would like you to use a lot of technical jargon. We can confidently do that with the help of XQ,” she adds.

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Elena Mate, Store Manager, Connectivity Source

## About Connectivity Source

Since 1999, Connectivity Source has been a leader in the wireless retail and business communication industry. Connectivity Source is a Sprint Preferred Retailer and Certified Business Dealer, with locations throughout Texas and Louisiana.

Over the years, the company has won numerous awards, including the Nextel Agent of the Year Award (2002, 2003, 2004, and 2005) and the prestigious Sprint Platinum Partners Award, given only to the elite agents (2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, and 2010/2011).

Connectivity Source is dedicated to customer service before, during, and after the sale. The company focuses on retail and business sales, service, repair, and customer service. Their clients vary from individual consumers to government agencies, to Fortune 500 companies.