

SaskTel Case Study

XQ Interactive Retail: Leading the wireless industry by enriching The Customer Experience

With price becoming less and less of a competitive differentiator, SaskTel looks for ways to offer a unique customer experience and deliver its customer-centric promise. Starting with the implementation of XQ Interactive Retail into three newly redesigned stores – Swift Current (launched in April), Saskatoon (launched in May) and Regina (launched in June) – the company plans on rolling out XQ in all 11 of its SaskTel Store locations across Saskatchewan.

XQ aligns with SaskTel's strategy to help achieve their goals of supporting revenue growth, enhancing customer experience and satisfaction, strengthening the SaskTel brand, and increasing productivity.

"We've noticed an increase in traffic of up to 30%."



Joel Ganong,
Marketing Manager,
SaskTel

1. XQ Drives Revenue and Profit Growth

XQ Interactive Retail technology and its innovative appearance strongly appeal to target customers, particularly the younger demographics, which are wireless phones' fastest growing segments. Customers are drawn into SaskTel stores to experience XQ's state-of-the-art technology, drastically increasing the number of visitors.



Using XQ Browse touch screens, customers can instantly look up wireless device information, rate plans and related accessories. The interactive shopping process boosts average customer spending, and thereby increases profit. XQ also prevents lost sales as it keeps customers engaged in the store until a sales associate is available.

"We've noticed an increase in traffic of up to 30%. For one of our new stores, the first month's attachment rate (accessory sales compared to device sales) was the highest compared to all stores at 106%." – Joel Ganong, Marketing Manager, SaskTel

2. XQ Enhances the Customer Experience and Increases Satisfaction

With the understanding that the in-store experience is the key determining factor in overall customer satisfaction, SaskTel deployed 18 XQ interactive touch screens in its flagship Regina store. Rather than feeling frustrated by long waits at peak hours, SaskTel customers can now educate and entertain themselves, turning a once negative situation into a positive and enjoyable one.

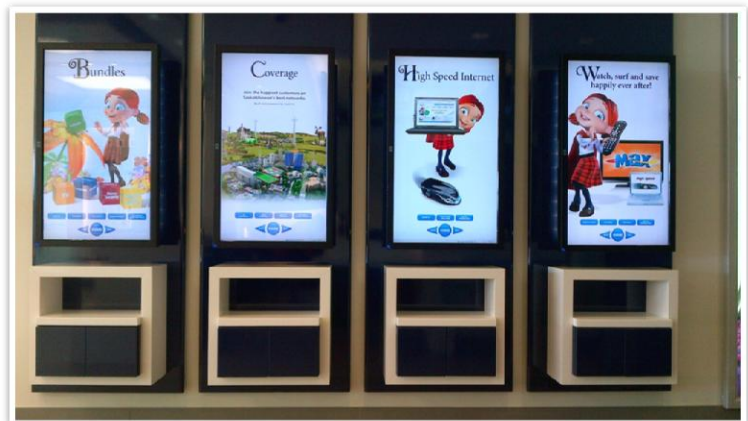
“All feedback has been very positive and customers have commented on the ease of using the interactive touch screens. XQ has helped SaskTel raise the bar for customer's retail experience in our market,” Ganong added.



Through intelligent filtering, XQ Browse enables customers to narrow down their choices and receive relevant product information. It also guides the customer through the process of buying a phone. From choosing phones and picking a plan, to offering related accessories, this system truly transforms and turns the complex phone buying process into a fun and energizing experience. Being better informed about the options and knowing what they are committing to, customers are far more satisfied with their purchase decision. As a result, they are inclined to tell friends and family about their unique shopping experience, bringing with them more business.

3. XQ Strengthens the Brand

By delivering on its customer experience brand promise, SaskTel sets itself apart from its competitors and remains a top-of-mind brand in the Saskatchewan wireless retail market. With the ability to display dynamic marketing messages, XQ strengthens brand visibility, delivering consistent messaging across locations. XQ provides a consistent experience, regardless of store location or personnel.



4. XQ Improves Productivity

XQ improves sales productivity by reducing the time required to educate customers about products. This frees up more time for sales staff to focus on selling rather than educating. Since customers are able to learn about products, plans and promotions on their own, they take up less time from sales staff and are able to make decisions faster, drastically reducing the transaction time.

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About SaskTel

Saskatchewan Telecommunications Holding Corporation (SaskTel) is the leading full service communications provider in Saskatchewan, with \$1.1 billion in annual revenue and over 1.4 million customer connections including over 568,000 wireless accesses, 528,000 wireline network accesses, 230,000 internet accesses and 85,000 Max (TV) subscribers.

SaskTel offers a wide range of communications products and services including competitive voice, data, internet, entertainment, national security, messaging, cellular, wireless data and directory services. In addition, [SaskTel International](#) offers software solutions and project consulting in countries around the world.

In 2010, SaskTel contributed over \$678 million to the Saskatchewan economy through dollars spent with Saskatchewan-based suppliers and sponsorships to non-profit organizations.

SaskTel and its wholly-owned subsidiaries have over 4,100 full-time equivalent employees.