XQ™

5 Steps To A Successful XQ Launch.

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No matter how big or small your company- or your store- successful implementation requires planning, commitment, and strong sponsorship from your executive team. It's also critical to have someone in your organization who will be responsible for ongoing maintenance and willing to try new ways to drive value to your customers. A successful launch will allow you to deliver amazing shopping experience, which in turn helps you earn higher revenue and profit.

You can find all the details to creating a successful launch of XQ by visiting iQuniversity at https://iquniversity.iqmetrix.com.

Here are the 5 steps to a successful launch:

1. Select the right people for your team
2. Place the right screen in the right place
3. Keep content fresh
4. Boost staff engagement
5. Continue monitoring and improving

Step #1: Select the right people for your team

Your first step is getting the right people who have the right role and expertise in your team. Having the right people and resources ready (i.e. IT knowledge and product content) will not only help speed up the initial implementation process, but also ensure that XQ is maintained regularly to help fully attain all the benefits of Interactive Retail.

It is greatly important to get buy in and involvement from the executive team in order to get the ongoing support and resources you need for project success. This will help ensure that the content is up to date and sales reps are trained to use XQ. Having executive involvement on the project will increase alignment between company's goal and in-store execution both in term of digital merchandizing strategy and in-store experience.

Who should be on your team?
Depending on the size and structure of your organization, your team should include the following participants:

1. **An Executive Sponsor:** The project executive champion should participate and support the initiative from the beginning, through go-live, and beyond.

2. **Project Manager:** This role could be filled by the Operation Manager or Retail Channel Manager. This person leads the implementation and should:
   - Oversee the responsibilities of the XQ project from beginning to end
   - Develop the project plan, budget and timelines
   - Recruit key team members to fill project roles
   - Decide on planogram and prepare location
   - Hardware order and installation
   - Monitor project progress and performance
   - Ensure project is completed on time and budget

3. **Content Manager:** This role could be filled by a Marketing Manager, Retail Channel Manager or Inventory Manager. **Content** is an integral part in the XQ project launch and to its continued success. The Content Manager provides input on digital content and merchandizing. He or she works with the iQmetrix content team to ensure the right products are displayed as part of your initial roll out (Read more details in step #3). Content manager is also responsible for the following:
   - Provide input on digital content and merchandizing
   - Ensure brand consistency
   - Determine what to promote and highlight
   - Manage and update content through XQ Console
   - Ensure the content is always fresh and exciting

4. **One or More Power Users:** This role could be filled by a Store Manager or Sales Lead. These users help make sure your project will meet the needs of end users including sales reps, customers and management. We recommend that you use power users as first-line support. To fill that role, consider training these users first and then get them to be a store champion or to train more staff in the same or different stores as you rollout XQ. Some of their responsibilities include:
   - Get staff buy in and engagement (Read more details in step #4)
   - Design and incorporate XQ into the new sales process
   - Reinforce this process in their everyday work
   - Provide training at launch and for new sales staff
   - Contact the content team if any content does not meet expectations

Step #2: Place the right screen in the right place.

Each XQ application is designed to deliver a different experience in the store. Strategically placing the right screen in the right place allows you to effectively showcase your brand and promote your products while maximizing the customer experience.

Before finalizing a planogram and placing the screen, think about the traffic flow in your store, the purpose of each screen, and the experience you wish to deliver.

XQ AdPlay Screen

Adplay screens are best used to attract traffic, communicate promotions and maximize your brand. Therefore, AdPlay should be highly visible from both inside and outside of your store. It should be placed high enough so customers can see it from a distance, but not too high that customers have to strain their necks to look at it. Following are some tips to place AdPlay screen:

- **Place the screen near the front window or the entrance:** prospects walking by your store can see your brand or promotional messages. If you want to place the screen in the back of the store, make sure that the screen is big enough and nothing blocks its visibility.
- **Place the screen behind the checkout station:** If your customers usually wait to complete the transaction or wait for their phone to be activated at the checkout station, it is likely that they will look at the screen while they are waiting. If you want to place a screen directly behind the station, make sure that it is placed slightly higher, so staff don't block the view of the screen.
- Please note that the content of Adplay behind the checkout station may need to be different from the content targeted to attracting people into your store. We recommend that you use promotions that provide more details about your services or promote cross-category products to increase a chance of up-selling.

XQ Interactive Screen (Browse and Stream)

XQ interactive screens are designed to engage and educate customers as soon as they walk into the store even when staff is busy. Think about the traffic pattern of your store: Where do customers go first when they walk in? What do they look for?

Following are some tips for placing interactive screens:

- Place screens where customers will look for information
- Place screens in spaces that are inviting and accessible. This will help draw customers to interact with the screen.
- Place screens at a comfortable height within hand's reach.

- Angle the screens slightly. Customer interaction patterns have shown it is more inviting to touch the screen when the screen is slightly angled.

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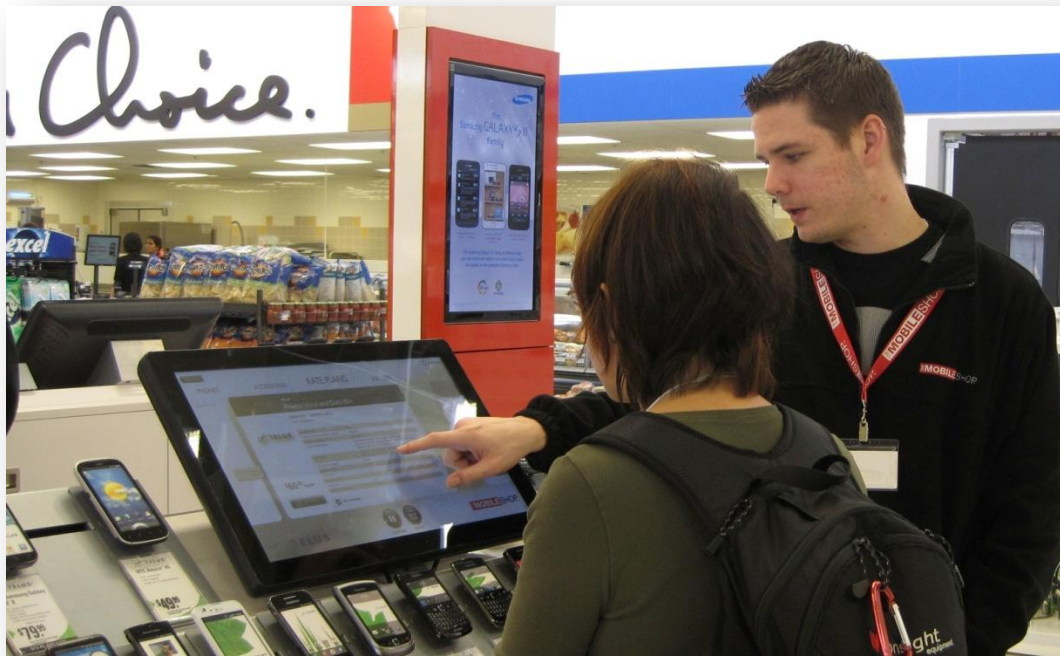
Step #3: Content is King. Keep it fresh!

Exciting and dynamic content is an important part of attracting and engaging customers. To savvy customers familiar with shopping in a digital environment, frequently updated and informative access points are considered valued sources that will be consulted and trusted. Therefore, keeping the content up-to-date is critical to XQ's success.

XQ's catalogs provide a strong base on which to build and maintain your collection. However, the data contained in the catalogs reach full value when an active hand is taken in curating a personalized collection to more actively engage customers on an ongoing basis. To that end, iQmetrix suggests having a role developed in your organization so that someone owns - and is responsible for - attaining the full value of XQ's content.

What are the elements of managing XQ Browse/Stream content?

- Add new phones and accessories from XQ's catalogs: Keep it fresh
- Manage playlists: Highlight new products and sales
- Manage related items for phones/devices: Maximize attach rates and share your expertise with customers with recommended products
- Map products with RQ4 for automated price and stock information
- Coordinate AdPlay content to align store brand across channels

What are the elements of managing AdPlay content?

- Find or create ads to display through AdPlay
- Post and remove ads coinciding with promotions/events/etc.
- Coordinate with Browse content to align store brand across channels

How to promote the right content?

XQ content decisions should be made using similar tools and analysis as one uses for other in-store merchandizing. It is important to utilize data from RQ4, industry news, and your own intuition as a business operator to make informed decisions about what to display and highlight.

- Know your location and demographic trends – different locations may require a different approach (e.g. if your target customers are business travellers, you may want to highlight accessories, such as chargers or adapters since these are items that they often forget and will need to buy)
- Adjust display strategies regularly according to mainstream media and sales trends
- Explore and experiment with the content and monitor how it influences customer interaction and sales (e.g. run a report in RQ4 to monitor sales of products highlighted as On Sale in XQ)

As part of your launch process, iQmetrix provides free 45-minute content management training through webex for your newly-appointed team. We also offer on-going continuing self-guided training for your entire staff. Should you want to take advantage of this exciting material, it is available to you on iQunversity https://iquniversity.iqmetrix.com.   If you should need further assistance you can direct your questions to XQLaunch@iqmetrix.com.

Step #4: Boost Staff Engagement

Staff engagement is one of the key success factors to maximize XQ investment. Higher engagement is proven to help increase sales performance. For example, one customer has launched XQ in multiple

locations. Revenue of the store that was run by a manager and sales reps who actively used XQ had increased by 106% in the first month, while other locations with less engaged staff saw only 10-20% increased in sales within the same period.

To foster engagement, it's important to communicate early and often so sales staff know about coming changes. XQ is a new form of retail that will not only transform the way customers shop, but also the way staff sells and upsells the products. Instead of using paper brochure or comparing pricing on paper, sales reps will be able to provide in-depth information, compare and recommend accessories – all on the XQ Interactive screens. However, to boost their sales productivity, sales staff need to embrace XQ into their new sales process.

Communication about XQ should come from the executive sponsor and store manager, and it should focus both the benefits to the company and what's in it for front line sales staff. It's important to build excitement and set expectations. Once sales reps have embraced XQ and actively used it as part of their daily routine, customers will know what to expect when they walk in your store. They can start using the screens on their own while sales reps are occupied, resulting in a dramatic drop in walkouts and a higher conversion rate.

The following is a suggested approach for increasing staff engagement:

Get employees excited even before you launch XQ: We recommend that you get store managers and power users involved early in the project to learn how XQ will help them do their job better and easier. You can start by sharing this video "How XQ will benefit staff?" to your staff.

Provide proper XQ introduction and highlight benefits of XQ by executive sponsor: This step requires very little effort, but provides a large impact on the success of the implementation. One customer placed XQ screens in the store and did not give proper introduction. As a result, store managers and staff did not know how XQ could benefit them. Some staff were worried that executive would replace them with screens, so they avoided using the screens. As a result, this store didn't get an initial return on investment that was expected.

Provide training: Hands-on training and role play through the sales process is the best way to train new staff. However, if you have limited time, you can use this short training video as a start, and ask staff to do the role play to ensure that they use XQ effectively.

Incorporate XQ in the sales process: XQ allows customers to shop the way they want. Greeters or sales

reps can invite customers to self-educate using the Browse screen if customers are not ready to talk to sales reps. Sales reps can also join customers and guide them through the sales process.

Step #5: Continue Monitoring and Improving

Maintaining great content and driving sales engagement require sustained commitment and effort. By the time you've successfully launched XQ in a few first locations, it's temping to declare victory and move on to other important priorities. Some otherwise successful XQ launches could eventually falter if project managers don't fully implement effective measurement and monitoring for performance. As a result, content could be outdated and stale. Sales staff may eventually stop using XQ and go back to the old habit of relying on the paper brochure. Also, if new staff is not trained, they will not know how to use XQ to sell.

Here is a suggested approach to continual improvement:

- **Encourage sales staff to give feedback to content team.** Often time the initial content comes from the marketing or inventory team. However, staff on the floor can play an important role to ensure that the content is updated and stays relevant to the customers; since they interact with the screens and talk to customers everyday, they gain an insight and understanding about what information customers in a specific location are looking for.
- **Include XQ training into your training program.** A couple of minutes of hands-on training can make a big difference on your sales staff productivity. Proper XQ introduction and training will speed up the overall training process and allow sales staff to use XQ effectively.
- **Try new processes or new initiatives.** For example, encourage staff to discover new processes that fit their selling style: Change the angle of the screens to increase customer engagement, try a different way to display products on the screen, or maybe group products differently and see if it helps customers in comparing products and making decisions.
- Provide feedback or suggestion to iQmetrix team through our support site at http://support.iqmetrix.com

Summary

Although XQ Interactive Retail is easy to set up and running, having a proper team is essential for a successful implementation. Start by securing executive sponsorship so you have support when building your team and communicate with sales staff. A Content Manager will update and ensure that the content on the screen is up-to-date, looks amazing and delivers your company's goal. Power

users such as store managers will help ensure that sales staff get proper training and use XQ to increase sales and profit.

To support you in the process of launching, and also for ongoing support, please check http://support.iqmetrix.com/ for links to our help files, training demos and iQuniversity. You can also make suggestions, provide feedback and open support tickets on this site.