



Interactive instore product advice system

Client fischer fixing systems
Branche Do It Yourself market
Target group Consumers

Product realization: Concepts, Creations, System Services

Concepts

The system helps consumers finding the right product, trains the DIY market staff and reduces time personnel has to spend on helping customers finding the right product.

Creations

NarComm created the lay-out of the system, based on the fischer company identity.

System Services

The 12" system is placed in the store shelf. Updates are sent to the system by using a UMTS connection. Customers can also find more information about products by using the barcode scanner placed at the bottom of the enclosure.

NarComm also provides a extensive service package, containing delivering log files on a weekly basis (this gives fischer information about how the system is being used and what kind of products the users are looking for), 24/7 helpdesk and technical support.

Testimonial

Testimonial Marc Visscher, DIY manager fischer BeNeLux

"For testing purposes we introduced the concept on comparable locations. During the measuring period we noticed a 32% sell increase compared to locations where the product selector was not used! Fischer is very satisfied with the product, it's effect and the service support of NarComm. The hardware stores where the product was introduced were also enthusiastic. Customers were more satisfied with their purchase and had fewer questions for the personnel."