

SFR: UNDERSTANDING WHAT IT TAKES TO SELL A SMART PHONE

The Context

SFR is a subsidiary of the Vivendi and the Vodafone groups and the second largest mobile phone operator in France, with over 19 million subscribers. One of its distribution channels are the 750 boutiques (called “Espace SFR”) covering the entire French territory.

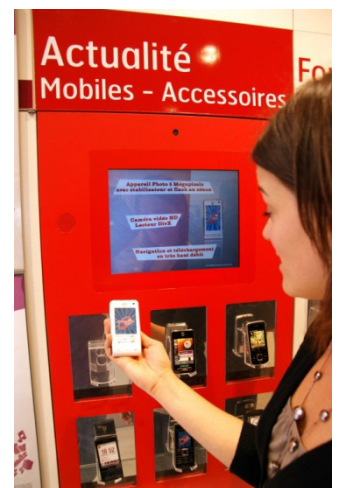
The Challenge

SFR wished to highlight a new line of smart phones available in the boutiques and decided to commission a custom piece of in-store furniture with the capability to provide compelling multimedia information on a selection of smart phones to visitors; at the same time, the in-store fixture was required to report a rich set of data to SFR’s marketing team in order to understand the crucial steps leading to a sale.

The Answer

SFR selected the solution proposed by French integrator Supertec who designed the screen-equipped iPresentoir® (see picture on the right). Supertec implemented RFID tags on featured phones to trigger the display of relevant multimedia content when an item is picked up, and record the number of handlings.

Supertec also embedded Quividi’s real-time audience measurement software VidiReports. A small camera concealed behind the face plate provides a video feed which is converted by VidiReports into rich audience measurement data (OTS, actual viewers, their attention and dwell times as well as their gender).



The Benefits

With the data coming from the store’s sales records, Supertec’s RFID-based handling records and Quividi’s audience results, SFR is now able to compute key metrics such as:

- The percentage of passers-by who look to the screen;
- The percentage of viewers who watch the screen for more than a given number of seconds;
- The percentage of interested viewers who take the product in hand;
- The percentage of engaged viewers who purchase the product.

In the back-office, the rich set of marketing data is used to benchmark the boutiques (all of which are ultimately going to be equipped with an iPresentoir); concurrently, the data is used to optimize the choice of phones on display (and, hence, shelf space efficiency) according to the boutique’s population.

With its gradual roll out in all stores, SFR is also taking advantage of the iPresentoir as an initial “sales advisor”. Interaction with the iPresentoir can preface and focus a customer’s interaction with sales assistants later on; or, during intense store traffic, it can function as an extra sales headcount.

More info

SFR: www.sfr.fr

Supertec: www.supertec.tv