The Multi-User Touch Screen Experience.

Interactive customer engagement for the Retail market.

3M™ Multi-Touch Displays
Connecting with consumers.

One of the biggest challenges facing the retail industry remains how to best capture and retain customers’ attention in-store to increase sales and store loyalty.

This is why an increasing number of retailers – including some of Europe’s biggest names – are turning to interactive multi-user touch systems to create immersive customer engagement in-store to deliver consistent, accurate information and brand messaging.

A big step forward compared to traditional EPOS, electronic information points or in-store video, these systems can offer a previously impossible range of interactive and rich information.

For example, ‘windows’ on the screen can show:
- in-store offers
- stock availability
- loyalty card information
- link to ‘live’ customer support
- home delivery booking
- product guides
- a store map
- links to the web and video demonstrations (recipes, this season’s colour trends, cooking recipes, DIY tutorials or ideas for interior design.

As several people can interact with the display at the same time, parents can carry on with their online research, while children tap around on the screen, playing video games, watching cartoons or entering branded competitions.

Multi-user touch also makes a great sales-aid tool for store staff (making better use of their time, to help close a sale or persuade the customer to buy extras).

“Virtually” expand showroom floor-space

There is a financial argument too. Retailers can ‘virtually’ extend their floor space by drawing attention to online products that there isn’t room to display in-store.

Systems are typically wall-mounted or in table-top design, but they can also be housed in portable units, making them ideal for mobile retail applications (for instance, a ‘pop-up’ virtual store in the mall, enticing customers to visit the ‘real’ store nearby).

Multi-touch in-store systems can also be integrated with back-end systems elsewhere, such as databases and CRM to gather information about user behaviour and analyse sales patterns.

What is Multi-User Multi-Touch?

Ranging from 21.5 to 55 inches, multi-user, multi-touch displays have real ‘wow’ factor and make an immediate impact, often housed in beautifully designed ‘housing’ such as table-top designs.

Once users start to interact with them – simply by using their fingertips – with up to 60 simultaneous touch points they can explore a whole wealth of information. The beauty of these touch devices is that we are all so familiar with the ‘touch’ experience, through our smartphones and other devices.

Multi-touch technology takes that a step further, creating an interactive multi-user experience that can be applied to all kinds of environments. The technology itself has improved considerably, particularly with Projected Capacitive Touch, which provides a fast and consistently high quality response, ideal for creating a robust, interactive tool that will help car retailers engage with customers better to close those important showroom deals.
Upsell and cross-sell
Point your customers to all the other options on your shelves they may not have spotted, point them towards offers (“buy today and get home delivery”).

Consumer-rich experience
Increase in-store dwell time with useful videos and advice (recipes, style guides and tutorials). Add in fun stuff, like games and competitions (all brand related of course).

Expand the shop floor
Forget about the confines of four walls: with multi-touch, you can ‘virtually’ increase your stock, showing so much more of what is available.

Gather customer data
As customers interact with what’s on screen, encourage them to enter their information (“register today for our free cooking masterclass and receive a free set of pans on the day”).

Brand showcases
Encourage FMCG and other brands to host their own content on your multi-user touch systems (for instance, insights into this season’s shoe trends).

Try it on
“Virtual” try it on for size, or see what that sofa looks like in a 3 metre square lounge. Take that bicycle for a test ride in the countryside.
Five steps to create a great Retail Multi-User Touch Screen Experience.

1. Location matters
Table-table designs are imposing and create a powerful impact, while wall-mounted systems are great space savers that liven up blank walls. Think about the furniture it is housed in, make a statement and link to branding. The creative potential is endless.

2. Touch quality is essential
An unresponsive screen is very frustrating for users, so make sure it is fast to respond and consistent. Look for zero-lag, despite how much information is being displayed. Bezel-free design ensures that the screen is touch-sensitive right to the very edges.

3. Robust and self-service
Look for a robust system that is ‘fit and forget’. This applies to both the hardware and the software. An intuitive and interactive interface is key: people should be able to use the system without any guidance or training.

4. Integrate it with the bigger picture
Link multi-touch systems into the rest of the sales and marketing strategies, for instance to send data back to CRM systems and databases.

5. The right support and expertise
Work with a system designer and hardware provider that has a track-record in multi-touch and so knows what pitfalls to avoid. Also, make sure that once installed, there is strong on-going support.

About 3M and Multi-Touch
3M™ Multi-Touch displays and systems are being used across retail, digital signage, gaming kiosks, leisure, education, automotive and corporate environments. The range features screen diameters ranging from 21.5 inches through to a new 55 inch display, with up to 60 touch points supported. 3M works closely with partners across Europe and in 2014, launched its Multi-Touch Developer Network. This web-based resource gives carefully selected designers and developers an opportunity to showcase an inspiring range of applications to a global audience of potential customers.

3M Multi-Touch Developer Network website: www.3m.com/multitouchsoftware

3M United Kingdom PLC
3M Centre
Cain Road
Bracknell
Berkshire
RG12 8HT
UK
Tel: +44 1344 857837
e-mail: touchsales-uk@mmm.com
website: www.3m.com/multitouch