

# Sensing Places

## Retail Solutions

Create more personalized shopping experiences

We ideate and build interactive applications for retailers to increase customer value and reduce wait times

### Touch 'n Buy

Our Touch n' Buy digital catalog is an interactive retail solution that integrates touch screens and attractive visual catalogs with mobile points of sale.

Available also as a self-serve kiosk, the digital catalog allows customers to browse inventory on a touch screen, add items to their shopping cart, then press a button for a sales staff member to answer questions and complete the transaction. Touch n' Buy allows for easy and instant checkout with its integrated mobile point-of-sale unit for sales staff.

#### Touch 'n Buy Benefits:

- Reduce customer wait times at the cash register by allowing instant checkout
- Turns in-store sales assistants into consultants and facilitators for customers
- Increase average order price by offering more customizations and upsell
- Increase impulse purchases
- Increase average value per customer

1

Customer browses catalog, adds to cart, and requests assistance



2

Sales staff receives notification with customer's cart



3

Final consultation and instant checkout

