

# PRESS RELEASE

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## **Quince develops interactive product information system for KPN**

The largest telecom provider in the Netherlands is currently converting all Primafoon shops to KPN stores. In order to offer customers optimal self service, an interactive product information system was developed by advertising agency Quince. The system offers customers the possibility to easily compose a package from all the different mobile phones, types of subscriptions and services.

The system was developed to support shop floor personnel instead of replacing them. The lifecycle of products keeps getting shorter and the amount of mobile phone offers keeps increasing. As a result, the knowledge of shop floor personnel develops in a broad sense. With the new product information system shop floor personnel always have access to all the ins and outs of the fast changing products on offer. The customer can independently and in an interactive way check out what's on offer. The system helps the customer in making the right choice. This makes it possible to fast offer better advise and with more knowledge. While it's easier for the customer to experience all the possibilities.

Content can be centrally updated from a distance, so that in each KPN shop the most current knowledge about the products is available. The software developed by Quince KPN also offers the possibility to understand what is the most populair phone at any given time in any given shop. This is one example of the management information the system has to offer.

The mobile phones on offer in the KPN shops are sold to 6 or 7 target audiences. For each audience there is a separate narrow cast available, with a unique interface. The mobile phones are presented on a special piece of furniture and by picking up the phone the corresponding information appears on the touch screen. It is also possible to make a selection of various phones by answering some questions. By way of LED lights the selected phones are highlighted.

After positive feedback of consumers as well as personnel in pilot stores, KPN has decided to outfit all stores with the Live Device Tables. At this moment the shop conversion is in full swing.

*Quince is a communication agency with expertise in the field of digital media, online marketing and action marketing within the retail and b-to-b market. At the strategic level concepts and campaigns are developed and in-house implemented by one of the four disciplines that constitute the agency. The four disciplines are print media, digital media, marcom software development and events.*

**For additional information please contact Quince.**

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