



In-Store Digital Media Helps Verizon Wireless Connect with Customers

Company Profile

Verizon Wireless operates the nation's most reliable and largest wireless voice and data network. Providing America's largest mobile-to-mobile calling family of more than 80 million subscribers, the company works hard to offer customers the highest level of satisfaction by offering quality products and services. Headquartered in Basking Ridge, N.J., Verizon Wireless is a joint venture of Verizon Communications (NYSE:VZ) and Vodafone (NYSE and LSE: VOD).

Business Situation

Mobile technology is a dynamic business. Customers are passionate about their phones and need to know they're getting the right products and service plan to fit their lifestyles. Because the product lines change frequently, Verizon Wireless needs to educate customers and provide a pleasant and efficient customer service experience. The company boasts a knowledgeable staff to consult with shoppers, but the organization also needs to showcase information in a visual and interactive manner, much like their product offerings.



“Creating an engaging in-store environment is important to Verizon Wireless and they strive to provide messaging that’s timely, educational and relevant,” said Matt Schmitt, president and chief experience officer of Reflect Systems. “Because Verizon Wireless offers a variety of products and services, it’s critical to guide the customers through a shopping and service experience that differentiates from the competition and reinforces their great brand and reputation.”

Project Goals

- Improve customer experience with relevant and timely content, including product highlights and service plan details
- Provide interactive service kiosks and assisted shopping applications
- Target time-sensitive messaging campaigns effectively
- Leverage a standardized platform for in-store digital media touchpoints

Solution

The ReflectView platform provided an industry-proven solution that is scalable and flexible enough to be used for a variety of in-store digital media applications, with an architecture that’s able to adapt to new initiatives. Reflect worked with Verizon Wireless and their preferred hardware and integration partners to plan, test and deploy in-store marketing displays and self-service kiosk systems that enabled reliable content management and delivery. With the open architecture of ReflectView, Verizon Wireless is able to integrate with internal business systems and use enterprise-standard deployment and support processes.

Results

Reflect powers thousands of digital media systems across Verizon’s vast network of stores. Verizon Wireless is able to control timely promotional messaging centrally, and is able to monitor media delivery and compliance. From passive media displays to interactive kiosks, Verizon Wireless is now able to leverage ReflectView as a rich media backbone that can adapt and grow based on new initiatives for marketing, training, merchandising and customer service.