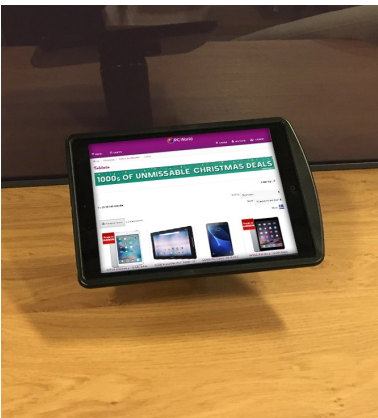


Dixons Carphone

Dixons Carphone is a multinational electrical and telecommunications retailer and services company headquartered in London, United Kingdom.



SITUATION

Dixons needed for a tablet display solution where both customers and associates could browse their online product selection on the tablet. They required a solution that was easy for customers to use while offering quick mobility, so store associates could undock the tablet and move around the store with their customers.

INVUE SOLUTION

Dixon's chose InVue's CT100 because of its simplistic design and ease of use that it offered its patrons and associates. As a self-service display customers can shop their entire range of products without associate assistance. For those customers that do require assistance the CT100 transforms into an associate-assisted selling tool. Associates can quickly undock the tablet using InVue's IR Key and navigate around the store, showing customers what's available in-store and online simultaneously.

