



Case Study: Coast Fashion In-store Kiosk Technology

Coast Trial DigiPoS MultiPoint Kiosk with Impressive Results

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Following installation of nearly 1000 DigiPoS EPOS systems throughout the full estate of Aurora Group (previously Mosaic Group) stores since 2000, the Group was keen to trial the latest addition to the DigiPoS range of in-store solutions – the DigiPoS MultiPoint Kiosk.

Allowing customer-assisted web access in-store allows their Coast brand to reinforce its service values;

- Putting the customer first
- Owning and driving the business
- Subtly selling
- And overall making the customers 'look gorgeous and feel valued'

The kiosks have been situated on the shop floor to enable customers and staff to access the Coast website. The aim being; to find sizes not in-stock in the store, promote products not available in store, allow general browsing of the Coast website and promote add-on sales of matching items.

The DigiPoS MultiPoint Kiosk has been installed in the Reading and Southampton branches of Coast since September 2008 and following installation, the two trial sites have seen improvements in all aspects of the business;

Andy Tudor, Technical Development Manager at Aurora Fashions comments;
"The kiosks have brought us sales which otherwise may have been potentially missed as well as adding knowledge and depth to staff about product we don't necessarily have in-store. We are also delighted to find that it has

improved staff morale as we are now able to combat web refunds with a way of generating extra sales."

The MultiPoint Kiosks have been installed on pole mounts to enable the units to have an almost zero footprint impact on the shop floor. With the hard drive and motherboard built seamlessly into the back of the system screen, the DigiPoS Multipoint Kiosk has no tower or desktop PC components taking up valuable floor or counter space.

Business improvements

Improvements in customer service have been clear;

"The MultiPoint Kiosk adds an extra service for the customer. We are now able to retain sales by not disappointing the customer and having them go elsewhere. We are able to expose customers to all our stock including flag lines and special packages. As a result of this, we also find we are able to reduce our stock-holdings, making business more economic and streamlined." Commented Tudor

Most importantly, since day one of installation the MultiPoint Kiosk has shown an immediate increase in revenue.

Andy Tudor explains;

"The figures speak for themselves. Since installing the MultiPoint Kiosk in September, we have taken an extra 1.8% of added sales for the period up until the end of Jan 09. And knowing that the MultiPoint Kiosk is an energy efficient machine – running at similar power usage to a light bulb, the costs involved are minimal."



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Low maintenance, high uptime

The DigiPoS MultiPoint Kiosk has been designed with a slot-in hard drive and motherboard. If one of these components needs replacing or upgrading, a member of shop floor staff can simply remove the existing processor and swap it with a courier-delivered replacement in less than 10 seconds. No need to wait for a technician to arrive on-site and no need to remove the Kiosk from its pole mount – important features for any busy retail outlet. And with a mean-time-before-failure of over 205,000 hours, downtime for the Multipoint Kiosk is minimal.

Ian Patterson, Director DigiPoS Store Solutions comments; “We have a long standing and continually evolving relationship with Aurora Group. DigiPoS have seen great success with the MultiPoint Kiosk in the retail marketplace and we are delighted to be able to provide Aurora Group with this cutting edge technology as it moves its stores into the future and continues to excel in its high levels of customer service and care”.

Responsible retailing

Aurora Group is actively aware of their corporate social responsibility and considered this when trialling the MultiPoint Kiosk. The processor pulls just 15 Watts of power – less than a standard household light bulb.

Highlighting DigiPoS' commitment to producing greener more efficient systems, the MultiPoint Kiosk has also been

designed to be as sustainable as possible - allowing for future upgrades to motherboard, hard drive, screen and processor independently and without having to dispose of the system casing or aesthetics.

About Aurora Fashions and Coast

Aurora Fashions is the parent company of six design-led fashion brands; Anoushka G, Coast, Karen Millen, Oasis, Odille, and Warehouse. Coast is a premium brand and stands out in the market by offering style conscious women of all ages a beautiful range of design-led, contemporary and well-made occasion wear.

About DigiPoS Store Solutions

Established in the UK in 1994 the DigiPoS Store Solutions has delivered its specifically 'Designed for Retail' DigiPoS hardware brand right across the retail sector. Now operating in over 16 countries throughout Europe, Africa, Asia and North America, the company continues to enhance its reputation as the specialist retail solutions provider. The group has received considerable recognition for providing cost-effective, high performance hardware and services combinations, whilst building a reputation for innovation and value. DigiPos Retail Blade, Dynamic Blade and Retail Core technologies have seen the company win numerous awards including European Retailers Supplier of the Year. Its flagship software application Retail SAAS is also set to change the way in which Retailers approach application deployment. For further corporate information log onto www.digipos.co.uk



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