



La SENZA

## Case Study: La Senza sees double with DigiPoS

### Lingerie retailer creates a real customer experience with new dual screen technology.

La Senza has installed the Retail Blade with dual screen technology across all of its 186 UK stores, following an agreement with technology provider DigiPoS Store Solutions.

Following in store trials, the DigiPoS dual screen technology proved to be highly popular - used by staff for product availability checks, order placement and in store advertising. The screens also show rolling images of the latest La Senza lingerie ranges, flowing smoothly across the screen whilst simultaneously providing the customer with full visibility of their transaction details.

Retail expert DigiPoS was chosen by La Senza following an extensive selection process. The DigiPoS Retail Blade EPoS system was identified as having the optimum cost and technology performance profile as additional card slots allowed for the installation of dual screen graphics cards and also wireless technology.

Ian Newton, IT Director at La Senza, commented: "The touch screens from DigiPoS have undoubtedly helped to speed up the overall transaction process, thus enabling our store teams to further focus on delivering fantastic customer service and enhancing the overall customer experience."

"The new DigiPoS range of solutions are easy to use and straightforward when it comes to training new staff. We use the dual screens for a variety of forms of advertising such as showcasing new ranges and promotions and even showing videos from our celebrity shoots. They are also key to us delivering new initiatives such as our customer ordering service."

#### 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](http://www.digipos.co.uk)

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