



## 'Mobile discovery' – RFID display station / RFID intelligent kiosk



### Company profile

Nuance-Watson (HK) Limited is the largest retail operator at Hong Kong International Airport (HKIA). With some 40 outlets in two terminals, Nuance-Watson (HK)'s stores offer a range of products from fine jewellery, designer sunglasses, watches, clothing and bags to perfumes and cosmetics, premium foods and souvenirs. Its Sound & Vision Enriching Life stores sell high-tech audio-visual and electronics products, mobile phones and accessories.

### Challenges

Nuance-Watson (HK) has built its brand upon its values of constant innovation and customer focus and is committed to providing an exciting and unique shopping experience. The company wanted to introduce more interactivity into its electronics stores at HKIA to align with Sound & Vision Enriching Life's name and goals.

The Sound & Vision Enriching Life stores are located in the restricted area of HKIA; therefore most potential customers are rushing to catch a flight and are also a particularly discerning group of electronics consumers, given their exposure to overseas travel and opportunities to shop outside of Hong Kong. With a limited time available to convert these time-conscious world travelers from browsers into buyers as they head for their flights, the challenge for an electronics retailer is to create an engaging environment and provide the best customer service.

Hence, Nuance-Watson (HK) undertook the development of an innovative

### Challenges

- Limited time to convert the shoppers to buyers
- High level of radio and electrical noise at the airport
- Presence of metallic equipments within the electronic shops affects system performance

### Solutions

- RFID-enabled product display stations
- RFID tagging of products
- SENSE middleware collects performance data from RFID tags

### Value created

- Enhance customers' shopping experience
- Increase shop operational efficiency
- Enable cross-selling to drive sales

**“According to Nuance-Watson (HK) customers said they were attracted by the dynamic graphics, found the kiosk was easy to use and enjoyed being able to compare mobile phone models. Among those surveyed, 94% said the accessories recommendation was the most helpful.”**

tool that could quickly provide more information about the features of electronics products, such as mobile phones, in an interesting, novel and interactive way.

The location also provided extra technological challenges for PCCW Solutions, as high levels of radio and electrical “noise” at the airport, as well as the presence of metallic equipment within the electronic shops, can affect system performance. During development particular attention was paid to details such as the tag used (many commonly used RFID tags were too large to use with mobile phone), the power emitted by the antenna, the different shielding measures as well as the optimal tagging positions.

## Solutions

Having surmounted these challenges, PCCW Solutions was appointed to deploy ‘Mobile discovery RFID display stations’ at Sound & Vision Enriching Life stores. This interactive platform enhances customer experience, through its ability to co-ordinate and cross-reference between different products when customers place RFID-tagged mobile phones on the ‘Mobile discovery RFID display station’. It enables customers to instantly view complete product details with promotion information, product trailers, and recommendations on matching mobile phone accessories. Customers can also compare up to three different models at a time. This access to information enables staff to

make product recommendations and assist customers in making purchase decisions and smart choices when selecting accessories.

The display station also serves as a platform through which data about product popularity and trends can be collected for follow-up analysis. With PCCW SENSE middleware, the system currently collects performance data, which represents different mobile phone comparisons made by customers at the display station, by reading, filtering and grouping data from tags.

## Value created

Soft launched in June 2009, the ‘Mobile discovery RFID display station’ was an immediate success for the Sound & Vision Enriching Life stores. With both outlets reporting a measurable increase in visitors. According to Nuance-Watson (HK) customers said they were attracted by the dynamic graphics, found the kiosk was easy to use and enjoyed being able to compare mobile phone models. Among those surveyed, 94% said the accessories recommendation was the most helpful feature.

The RFID display station has provided Nuance-Watson (HK) staff with a new “soft sell” way to encourage more customer interactions, enrich customers’ shopping experience and in turn, increase sales. The display is proving especially useful as an extra “selling hand” to capture the attention of time-conscious customers during peak business hours. Sound & Vision Enriching

Life stores’ customer satisfaction levels are higher than ever. The station also makes it easy to update product list data off-site, which minimizes disruption to sales.

These encouraging results have motivated Nuance-Watson (HK) to study the feasibility of expanding the RFID display station to all its retail outlets at HKIA. In addition, more features and modules are being considered for the existing stations which may involve the data collected for comparison of point-of-sales and staff-customer interactions to determine the factors that affect purchase patterns and support promotions.

## About PCCW Solutions

PCCW Solutions is a leading IT services company in Hong Kong and mainland China. We adopt the latest technology to help clients create business value and success in the ever-changing economic environment. We offer a wide range of services including digital solutions, IT and business process outsourcing, cloud computing, system development and solutions integration, data center hosting and managed services, e-commerce and IoT solutions. PCCW Solutions is committed to meeting customer needs to help them achieve business goals and transform digitally.