



**Sitekiosk**  
protect | manage | show

#### CUSTOMER REFERENCE

### Interactive Shop Window Boosts Sales

#### Digitization offensive in stationary retail

*The pandemic that occurred in 2020 and the associated lockdown quickly put small businesses in particular in dire straits due to the lack of customers. For a fashion store in Wegberg, Germany, PROVISIO provided SiteKiosk, a software solution that enables secure contactless shopping on site and turns the storefront into an interactive customer experience.*

#### The Challenge

The German Retail Association (HDE) observed massive sales losses in the pandemic years 2020 and 2021, as well as a continuing decline in customers in stationary retail. The shift in purchasing behavior from stationary retail to online business continues even after the end of the lockdown. High time for companies to expand their digital offerings.

Owner Jennifer Schmitz's women's fashion store Lieblingsstücke - Mode & Accessoires in Wegberg (Germany) which was founded in 2019, also lost important sales at the beginning of the crisis. Sandra Ottensmann from the IMC Institute for Marketing and Controlling developed the concept for the fashion store. She applied for financial support from the NRW state



#### About Lieblingsstücke

Lieblingsstücke is a retail store founded in November 2019 founded retail store specializing in the favorite pieces for women – fashion, decoration, jewelry and accessories.

#### About IMC Institute for Marketing and Controlling

IMC Institute for Marketing and Controlling specializes in marketing consulting and implementation for SMEs. The IMC Institute was founded in October 2015 and its customer base consists of service companies and trade. Already since 2016, Ms. Ottensmann is a certified BAFA consultant and since May 2021 authorized digital consultant in the funding program *digital aufgeLaden* of the state of Lower Saxony, Germany. She supports SMEs in selecting and applying for subsidies, designs concepts and implements them according to the customers' wishes.

government and explains: “The special program Thinking Digital and Stationary Retail Together is designed to promote digital projects that help small businesses participate in online growth and thus revive business that was at a standstill in the stationary sector.” However, the search for a digital signage provider with an interactive solution that would draw customers’ attention to Lieblingsstücke at the store window and encourage them to buy was difficult:

“The focus was always on a contactless shopping experience with the store closed. During my research, however, I kept coming across applications via touchscreen. But these had the disadvantage of multiple contact via the window pane, which is not hygienic,” says Ottensmann from the IMC Institute.

## The Solution

Finally, the decision was made in favor of the SiteKiosk kiosk software, which met the requirement for secure and contactless operation of the kiosk at the shop window. The hardware for the digital storefront was provided and installed by Smart Electronics Components GmbH, a PROVISIO sales partner.

While the kiosk application ensures stable and tamper-proof operation of the shopping terminal, display navigation with the customer’s own mobile device enables shopping even outside opening hours. The customer scans the QR code shown on the display at the shop window and then navigates within the online store using gesture control. “At that moment, the user’s own smartphone functions as a remote control. The kiosk creates a bridge between the mobile device and the fashion store’s online shop for interaction with the content displayed. The direct connection is protected at all times by SiteKiosk,” explains Martin Kurze, Business Development Manager at PROVISIO.

Sandra Ottensmann from IMC Institute, who managed the project for her client, is enthusiastic: “This is the perfect solution for the touch problem. 100% contactless shopping could be fulfilled with SiteKiosk’s remote control feature.”



## About PROVISIO

PROVISIO is a in secure kiosk applications and digital signage specialized software company with headquarters in Münster (Germany) and Miami (USA). The company develops the kiosk software SiteKiosk in Münster, which is used for the tamper-proof Operation of kiosk systems.

SiteKiosk offers comprehensive functions for remote monitoring and management of the devices. The integrated content management system (CMS) enables the creation and central distribution of digital advertising content and interactive applications. The functions are constantly being expanded.

PROVISIO was founded in 1996 and employs about 25 people. Thanks to his long experience, the company is an expert for the turnkey software SiteKiosk and also for the implementation of individual and complex customer projects for mediumsized and large enterprises.

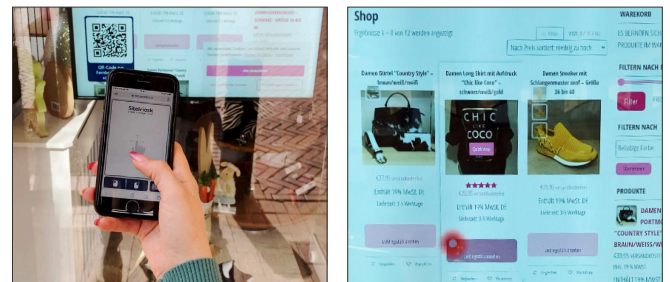
## The advantages of SiteKiosk for Lieblingsstücke

- ✓ Contactless operation of the terminal by remote control via smartphone
- ✓ Possibility for customers to shop outside opening hours
- ✓ Secure connection between mobile device and online store
- ✓ Digital shopping experience for customers at the point of sale
- ✓ Easy operation of the kiosk system

## The Prospect

The effects of the lockdown have hit the retail sector in the city centers hard and changed it permanently. Consumer shopping behavior is increasingly shifting toward online retail. Service stores and store locations in various sectors such as fashion and textiles, gastronomy or electronics can counter this online trend with intelligent digital concepts.

Digital sales solutions at the point of sale (POS), such as the SiteKiosk kiosk application implemented at Lieblingsstücke with remote control via smartphone as an additional function, help to increase interaction between customers and the point of sale and boost sales.



Jennifer Schmitz, owner of the fashion and accessories store Lieblingsstücke, is already receiving positive feedback: “The customers are very interested, the display catches their eye directly when strolling through town. This is of course a new shopping experience for a small town.”

In addition to the online store, customers can also use the Click & Collect function to select goods directly from the display window and pick them up in the store at another time. Operating the kiosk system is simple and intuitive: “I don’t need any technical help with the system. I am thrilled with the interactive shop window and will keep it even after the Corona period,” says Schmitz.