

Tablets in Retail

7 Steps to a Successful Tablet Installation



1 *What's the business case?*

Start by defining what you are trying to achieve through introducing tablets in your retail environment.

- run in-store promotional campaigns
- increase average basket
- sell advertising space
- address showrooming
- collect customer data
- take payments and run inventory checks
- increase brand warmth

2 *Who owns the project?*

The project is going to be cross-departmental, but someone needs to own it.

- advertising
- IT/operations
- marketing
- multichannel
- digital
- store manager

3 *What content will you use?*

The quality and relevance of the content on your tablets will make or break the project.

- Develop content based on DIY tools like Lander, Appbuilder, Polidaddy and Yooba
- Ready-made content produced by your brand for other channels
- Develop touch-optimised content from scratch, based on your specific business case

4 *Choose your hardware*

- ipad
- galaxy
- ...other

...adding peripherals?

- tablet on battery
- card reader
- printer
- barcode scanner
- cash camera

5 *Do you have ongoing management covered?*

Mobile Device Management (MDM)

- online
- switched on
- full battery
- fresh content

6 *Have you planned out the physical installation?*

The devil is in the detail.

- in-store locations
- employee responsibility
- wifi access
- local hardware choice
- quantity
- touch use
- call to action

7 *Have you allowed time for testing and optimisation?*

Like all digital projects, the launch represents the starting point for optimisation.

- set success metrics
- run a trial
- tweak & improve
- roll it out

