



JYSK

Crosschannel retailing done right

Enhancing the in-store experience with digital service points

JYSK Nordic operates more than 1,100 stores in 19 countries. As a global company, it has been important to install a solution in-store that not only provides the employees with an additional sales point, but also an extended service and digital touch point allowing customers to browse online enhancing the customer experience. The implementation of the Toshiba TCxWave™ kiosk terminals in 250 stores has been frictionless for the international chain, providing a complete solution that positively engages the customer in-store.

Toshiba have ensured a close cooperation and dialogue with JYSK throughout their partnership of over 10 years. This has resulted in a profound understanding for JYSK of their customers' needs and journeys, enabling the development of solutions that support customer interaction in the JYSK stores.

CREATING RECOGNITION FOR THE MODERN CONSUMER

Modern, digital consumers shop across all channels, and there can no longer be any distinction between online and offline customers. JYSK's own customer analysis data shows that 70-80 pct. of their customers browse products online before going to a JYSK store to shop. Installing the Point Of Sale (POS) kiosk terminals in-store was all about driving the customers from one sales channel to another and at the same time providing the customers with a recognizable touch point and a more consistent shopping experience when they browse in the physical store. The customers' digital approach to interaction with brands and companies is supported by the Toshiba technology in the physical stores providing them with a recognizable, responsive touch point





Sales stations on the floor in JYSK stores are here to stay. I predict that we are going to see a lot more of them in the future. They foster a competent service combined with an easy and fast service, which are the two main drivers for being able to serve the customers professionally on the floor.

Keld Marott, Director, Store IT & Loss Prevention, JYSK Nordic

on their customer journey. Here, the touch enabled Toshiba kiosks terminals function as an extra service point, where customers are met with the exact same interface as when shopping at home on the JYSK website, enabling them to browse and find products in a manner they are already familiar with. Simultaneously, they have access to the full range of products and employees can help them order items that are not available in the store for home delivery or to be picked up in-store – all in one place.

EMPOWERING THE EMPLOYEES

The terminal has multiple purposes in the store; it serves as an extra self-service point where customers can seek product information, but it also functions as a POS terminal and kiosk where the employees can access and complete transactions, removing friction in the interaction process with the customer. Enabled by Toshiba's understanding of the customer journey, the solution has been designed and developed to allow retailers to interact with their customers

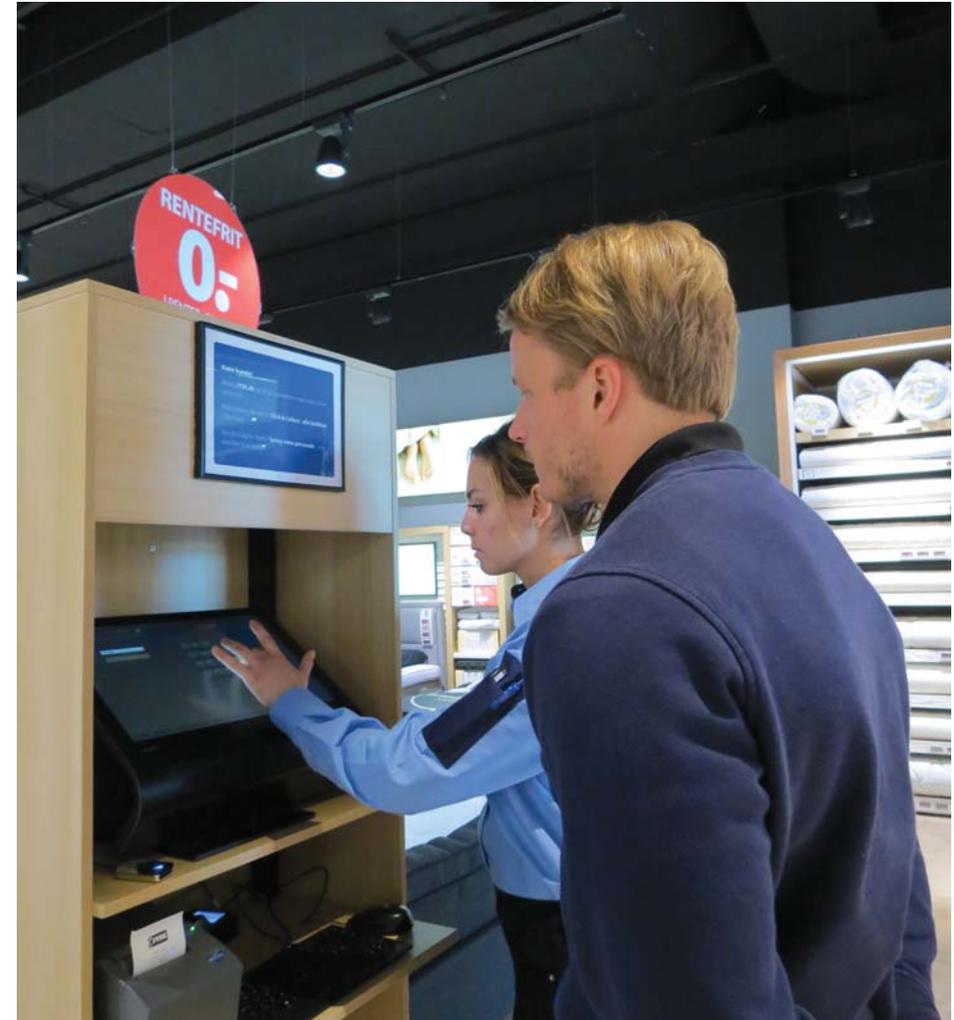
in the best way possible removing the barrier of customer interaction being limited to the check-out point.

In addition, the solution provides an incentive for customers and employees to engage in dialogue about the products. In fact, the ideal situation for JYSK is to have both customers and staff use the terminal together pushing an interaction that involves and engages the customer with the brand. Additionally, the terminal has also empowered employees with the right tool to enable them to act independently, with commitment and confidence to meet and fulfil the customers' requirements delivering excellent customer service. It empowers the employees to deliver a professional experience by strengthening their expertise abilities in the store at a time where digital customers more than ever demand knowledgeable staff. It enables a frictionless customer experience by allowing employees to finish the customer journey at that same point. •



The customers' feedback is very positive. Being able to have conversations with them and provide immediate answers and service them in the same area is very valuable for our customers. It definitely engages and maintains customers.

Keld Marott, Director, Store IT & Loss Prevention, JYSK Nordic



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