



THE SMART LABEL BY WINS FOR THE FUTURE STORE

LESO ELETTRODOMESTICI S.r.l.

expert 



Part of Expert Group – Italian Retailer leader in Consumer Electronic market – Leso elettrodomestici S.r.l. works on Venetian area for more that 30 years already.

With its 6 stores in Verona area, Leso proposes the best technology to its customers

THE NEEDS THAT INDUCE TO THE SEARCH OF A RELIABLE PARTNER

To provide the customer with **ALL THE INFORMATION** that he needs to choose the **PRODUCT HE REALLY WANTS**, the one which **REALLY SATISFIES HIS NEEDS**.

TO INCREASE THE INSTORE SALEABLE PRODUCT RANGE breaking down the physical barriers of the store.

To approach a **POTENTIALLY ENDLESS NUMBER OF ALTERNATIVE PRODUCTS** to the item which is physically in the store.

To give an **INNOVATIVE AND ENCOURAGING SERVICE** to the customer, to **LOYALIZE HIM** and to **CONVINCE HIM TO COME BACK**.

“The way for innovation passes through the customer’s needs accomplishment. We know what our customer needs: he wants to purchase the perfect product, the one that really satisfies his needs. Wins had the right solution: **MIA Label**. The smart label – which shows all the features and the sales information about the associated product and product datasheets of alternative items which are not physically in the store – helped us to transform the in-store approach. A well-informed customer has a better customer experience, his customer retention strengthens”

Giuliano Leso, Leso Elettrodomestici S.r.l.

MIA LABEL SUPPORTS LESO ELETTRODOMESTICI

GAINED BENEFITS

THE PRODUCT RANGE INCREASES WITHOUT SPACE RESTRICTIONS: on tablets placed next to the physical product, the smart label shows in static mode its datasheet, availability, prices, promotions and HD images/video. In dynamic mode shows the product datasheets of alternative products with the same brand which are not in the store.

Customers can choose among a potentially limitless product range. **MORE VARIETY** and **REDUCED SPACES** result in **INCREASED PROFITS** and **REDUCED MANAGEMENT COSTS**.

THE MATCHING OF FEATURES AND SIMILAR PRODUCTS IS EASY: the customer finds all the information in store and the sales assistant can quickly support the customer by answering to all his questions thanks to MIA Label. A unique device, placed next to the product is everything the customer needs now for the choice of the best product.

The customer feels well-informed and more inclined to listen to the sales assistant suggestions. **HIS SATISFACTION INCREASES, HE COMES BACK.**

REAL-TIME AVAILABILITY: the datasheet in MIA Label has everything needed for a precise evaluation of the product. The sales assistant or the customer can always see the real-time product availability, not only in the current store. MIA Label shows the real-time stock of the product in any place connected to the company platform, no matter if it is a store, a chain warehouse or an external one.

The service is efficient, **THE SALES ASSISTANT IS EXPERIENCED, THE CUSTOMER FEELS WELL-INFORMED**

IMAGES AND VIDEOS HELP THE CUSTOMER IN HIS CHOICE: each product datasheet can manage more HD images and videos about the main and the alternative products to show the product features

THE CUSTOMER EXPERIENCE INCREASES. The customer has everything he needs **"HERE&NOW"**

MIA LABEL INTERACTS WITH THE CUSTOMER: the customer can interact with the platform. Each datasheet can be sent to the customer's mailbox through the related icon on all the datasheets. Also outside the store, the datasheet can be displayed everytime and from any customer device for subsequent thoughts.

The **CUSTOMER JOURNEY CONTINUES OUTSIDE THE STORE.** The customer feels never alone in his choice.

