



Meet Your New Sales Associate:

The Modernized Price Checker



1

2

3

4

Table of Contents

1 Engage Shoppers

2 Connect With Customers

3 Customize to Your Needs

4 Protect Your Future



1

2

3

4

Engage Shoppers

Boost Sales with a Better Self-Service Approach

Forget what you know about price checkers. These little devices have been modernized – and can do far more than their name suggests.

A new generation of price checkers promises endless opportunities to create connections with today's shoppers. And yes, they can still give shoppers a price.

But with a touchscreen, integrated peripherals and lots of new functions, they can also:

- Display product details, availability or reviews
- Offer videos, recipes or educational content
- Promote related accessories or similar products
- Help customers manage or view their loyalty accounts
- Take payments on the spot and email a receipt
- Help shoppers order online and ship to store or home



1

2

3

4



Having a one-stop location for everything a shopper might need is ideal for shoppers who have become accustomed to the digital experience. They're demanding added information and convenience – both online and within the store.

And the upsell opportunities that come with connecting with an engaged and interested shopper on the spot are a must-have for retailers today.

Call it price checker 2.0. It's an in-store virtual sales associate that can not only close a sale but boost the customer shopping experience and overall satisfaction.

Here's why now is the time to make price checkers part of your self-service technology strategy.



1

2

3

4



Connect With Customers

With eye-catching graphics and video, today's price checkers can act like souped-up interactive displays. They're engaging, touchable, and can satisfy consumers' desire for bite-sized, accessible information.

A recent report from the University of British Columbia-Okanagan revealed that consumers like the tactile and playful experience that touchscreens offer. Also, 80% of shoppers have used a mobile phone inside a store to either look up product reviews, compare prices or find alternative store locations. So why not use your own technology to get shoppers what they need before they leave?



1

2

3

4



Just some ways your price checker improves the experience and keeps shoppers in your store include:

Fast Answers: High-quality, portrait-oriented screens engage shoppers with product reviews, similar items in inventory, store locations or wayfinding.

Easy to Use: Intuitive touchscreens make it easy for consumers to get extra help, find the information they want and make purchases.

Quick Sales: Integrated payment can make the buying process convenient for shoppers in times or locations of high traffic, and during limited or seasonal displays.




1

2

3

4



Customers are becoming more comfortable with emerging digital payment methods, and their expectations for the checkout process are changing. Retailers can use price checkers with integrated POS systems to meet these expectations and create a much better in-store experience.

– Brad Fick, president of Direct Source



1

2

3

4



Customize to Your Needs

Depending on your budget and goals, price checkers can be configured for a range of uses. It's easy to start with a simple scanner today, then evolve to an attached payment device to allow for self-service check-out.



Pick Your Functionality

Want to show reviews and similar products when someone scans for a price? It's easy to run an in-store application when your business has already designed for a mobile format.

What about the ability to let employees clock in using the device or send messages to managers? That's easy, too. Tack on a biometric peripheral like fingerprint technology or an RFID scanner and connect it to your enterprise system.



1

2

3

4



Create Endless Aisles

Your souped-up price checker can employ call-to-action messaging on the screen, and point-of-sale functions allow consumers to immediately and securely buy products. How about a “buy online” button to let people buy and ship large, out-of-stock or online-only items directly to their homes? Easy enough. The apps for online ordering are easily integrated.



Easily Build and Manage Devices

You can choose from various screen sizes, scanners and peripherals, and get deep technical support for those devices. Elo's EloView platform lets you remotely manage these devices and shift and change out applications with just one click.

Service companies like Direct Source can create turnkey self-service programs, complete with procurement, integration and installation across every one of your stores. They can even create a service plan designed to keep your devices fresh and online 24/7, so you never miss a sale.




1

2

3

4

A decorative graphic consisting of two large, light green, curved shapes that resemble stylized 'E' characters or brackets, positioned behind the main text.

EloView lets you deploy and securely manage an entire network of Android-powered interactive signage, point-of-sale systems and kiosks. You no longer have to worry about having a consistent brand identity across all your stores – EloView makes it easy.

– Brad Fick, president of Direct Source



1

2

3

4



Protect Your Future

Still waiting to build an in-store technology platform for the future? **Consider this:** Microsoft announced it will no longer support Windows CE, the platform many retailers use to operate existing price checkers. That means you could be stuck with obsolete technologies in your stores, and no way to maintain them.

By embracing the next generation of price checkers, you can establish a framework for cost-effective, multipurpose engagement hardware that's flexible enough for current and future use.

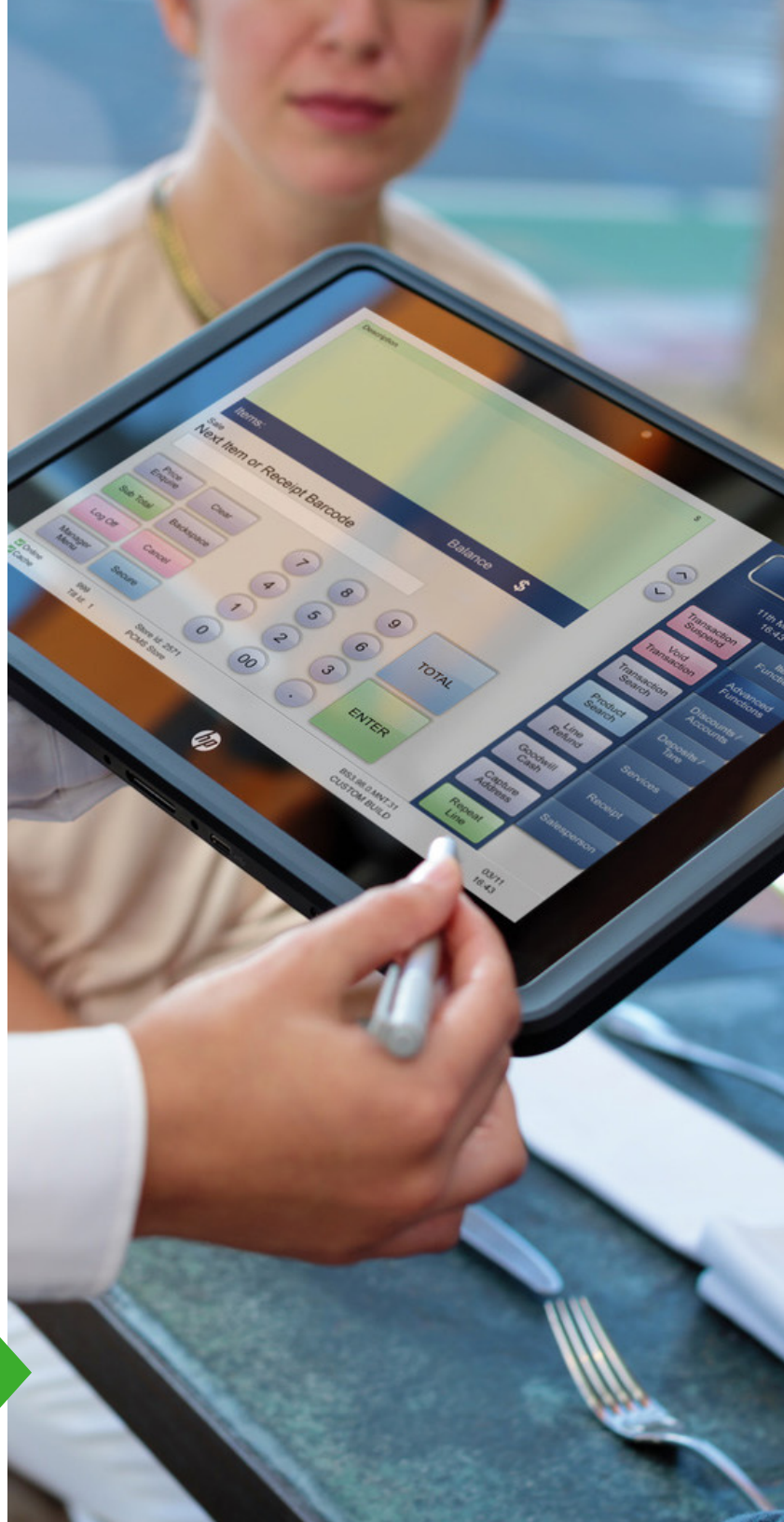


1

2

3

4



Consumer-Ready: New commercial-grade hardware can withstand the rigors of public use while maintaining the look and feel of a consumer device. And by leveraging Android, a wider variety of consumer-friendly mobile apps can be pushed out remotely to your hardware.

An Easy Replacement: Most legacy price checkers use power-over-ethernet (POE). Meaning this new powerful and flexible solution is a drop-in replacement for older price checkers. You don't need to build out new power sources.

Plan Ahead: Affordable, flexible and durable price checkers can enhance the customer experience and drive sales in your stores. But it's important to remember that the devices are like any other technology: they need long-term service and support to remain effective.

Plan to allocate 15% to 20% percent of your total project budget for repairs and maintenance services. This will help keep devices updated and functional and make sure customers get the satisfying shopping experience they demand.



For more information: sales@directsource.com

Call 800-934-8055 or 952-934-8000

www.directsource.com

[Back to the Top](#)