

CASE STUDY:

The ideal gift voucher at your fingertip

Market: Retail



Four partners for an optimal proposition.

Bongo's IT partner Cheops knew about the hardware expertise of the Elo TouchSystems distributor DOBIT. Says Ruud Thiebos, Bongo's Marketing Manager:

"DOBIT presented us the ideal touchscreens we were looking for. We were convinced right away and immediately understood the advantage of having the possibility to add or adapt our vouchers simultaneously on the screens of all our stores. That would save us considerable amounts of time and prevent mistakes". In order to provide even more brainpower to the project, DOBIT involved software partner Nascom.



Bongo is a great Belgian success story in gift vouchers. The concept was launched in 2001 by two partners, Bruno Spaas and Marc Verhagen, on two themes, "relaxing" and "adventure". Today, there are over 50 different themes available in ten Belgian Bongo stores and in its European branches, since Bongo has expanded internationally into The Netherlands, Denmark, Germany and Sweden.

Customer expectations

With a choice of Bongo gift vouchers of over 50 different themes, consumers were getting confused because they lacked an overall view. To make their shopping experience easier and more enjoyable, Bongo started looking for ways to organise their gift vouchers programme and at the same time, reinforce its attractiveness.

A structured offer makes choices easier

Bongo's challenges

Being no longer alone on this market, Bongo is betting on continuous strategic innovation to counter competition and maintain its leadership. That's why they went looking for a technological solution that would create a better in-store experience for their customers.

Strategic innovation and customer service.





Elo TouchSystems IDS displays

- **Interactive Digital Signage that engages with customers**
- **Attractive professional-grade displays**
- **Rugged enough to handle the constant interactivity from public access**
- **50,000 hour demonstrated lifetime (MTBF).**
- **Optional high-performance built-in computer modules**
- **Available with various touch technologies: Acoustic Pulse Recognition (APR), IntelliTouch surface acoustic wave and IntelliTouch Plus with multi-touch capabilities**

The win-win solution

IDS Displays with high picture quality.

Bongo has opted for 32" Elo Interactive Digital Signage (IDS) displays to be integrated into the walls of their stores. The zero-bezel design of these displays provides a seamless edge-to-edge surface that is both aesthetically pleasing and easy to clean. "It fits perfectly in the very stylish store design" says Ruud Tiebos. When integration did not prove possible, Bongo opted for a standalone kiosk equipped with a 22" Elo touchscreen. Furthermore, the Bongo shops are equipped with the Elo 1715L desktop touchmonitors as Point-of-Sale systems.

APR (Acoustic Pulse Recognition) touchscreens, a TE Connectivity exclusivity, only require pure glass and preserve image clarity and brightness. This technology is rugged enough to keep working even when the surface is scratched or dirty. Their zero bezel design provides a seamless edge-to-edge surface that is both aesthetically pleasing and easy to clean.

The "Gift coach": convenience and fun to use.

The Elo TouchSystems interactive displays make it easy for consumers to conduct, with a few touches, a very precise search for their ideal Bongo gift voucher. By introducing one or more search criteria such as male/female, age, budget as well as their preferred themes, like cooking or wellness they can easily find the gift voucher that fits their taste and their budget. A selection of suitable Bongo vouchers then appears on screen with full details.

Bongo also uses the displays to put up their latest ads and new products. "A very practical tool that makes the Bongo voucher experience all the more exciting" says the Marketing Manager. The IDS displays have become a focus point in the Bongo stores.

Why Elo Touch solutions work

Customers like self-service displays.

Customers appreciate the possibility to go through the vast choice of Bongo gift vouchers in an interactive way and to fully customise their choice. The attractive, colourful on-screen pictures make it more exciting for them to buy, thus stimulating sales.

Reliability and a long warranty.

The Elo TouchSystems displays use commercial grade components, which are designed to last for 50,000 hours of use, and offer a 3 year warranty. If something ever does go wrong, customers can count on our support offices around the world.

A long product life cycle.

Our commitment to a long product life cycle means customers can roll these displays out over a multi-year period and know that the last application will have the same reliable touchscreen and form-factor as the first

To find out more about our extensive range of Elo touch solutions, go to www.elotouch.com, or call the office nearest you.

North America

Elo TouchSystems
301 Constitution Drive
Menlo Park, CA 94025-1110

800-ELO-TOUCH

Tel 1-650-361-4800

Fax 1-650-361-4722

customerservice@elotouch.com

Europe

Tel +32 (0)16 35 21 00

Fax +32 (0)16 35 21 01

elosales@elotouch.com

Asia-Pacific

Tel +81 (45) 478-2161

Fax +81 (45) 478-2180

www.tps.co.jp

Latin America

Tel 786-923-0251

Fax 305-931-0124

www.elotouch.com.ar



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