

friendlyway

Store Navigator

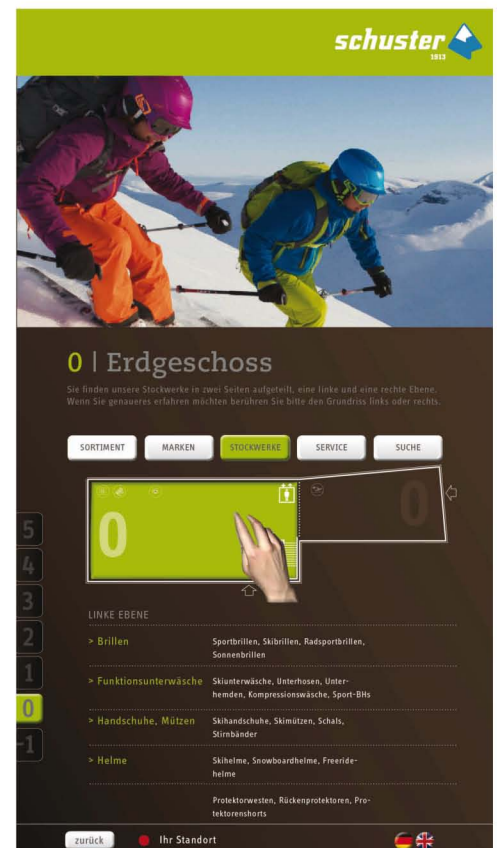
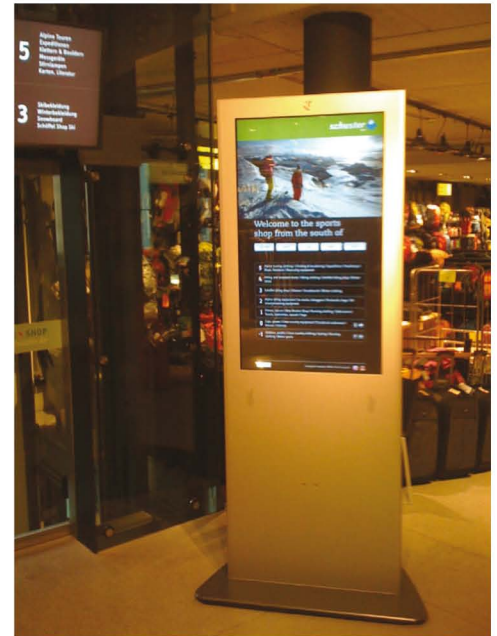
friendlyway Store Navigator is a turnkey solution for retail stores, which makes navigation in the store much easier for the visitors. The shoppers can search for the necessary brand, service, or product and are guided around the store in the digital way.

friendlyway Store Navigator has a modern attractive touch screen application, which is executed on friendlyway touch screen terminals or displays. The application allows searching for the necessary brand, service, or product and can provide overview of any floor.

Unlike classic terminals, the solution provides much better possibilities for the presentation of the product range available in the store. The displayed content can be changed any time via the administration interface.

Functions

- An interactive product catalogue;
- Displaying brands and service points;
- Search for products, brands, and service points;
- A detailed interactive floor plan with indication of departments and service points;
- Displaying of the context sensitive advertising as slideshow, animation or video;
- A variety of evaluation tools to calculate the number of clicks for the selected product groups, brands, and periods;
- An extensive administration interface, which allows simple content change;
- A modern, attractive touch screen user interface with animation elements;
- Centralized data management for several terminals;
- Import of assortment data from excel files;
- Support of assortment divided by several locations;
- Customization of graphics and data processing technology.



Advantages

- Improvement of the store image as modern and innovative;
- Sales increase from advertising and because it is easier to find the products;
- Increase of customer satisfaction through providing the necessary information;
- Improvement of customer service quality through analysis of customer behavior.

Recommended friendlyway systems

friendlyway impress 46

The new friendlyway impress digital signage systems are not just digital displays, but a perfect combination of size and elegance, function and technology. If you love the exceptional and are uncompromising in your demands, you have the chance to make a remarkable experience to your clients with friendlyway impress digital signage systems.



friendlyway luminum 32

The friendlyway luminum 32 digital signage system combines the eye-catching illuminated advertising and modern interactivity. Owing to the integrated combination of screen and PC, the areas of application of the friendlyway luminum system are as versatile as the touch screen kiosk itself. The friendlyway luminum kiosk design is therefore ideal for digital business furnishings, modern shop fittings, and trade fair constructions. Whether installed in a conference centre or in a museum, the friendlyway luminum advertising displays change their look, not their character.

