



WINS EXPERIENCE FOR THE FUTURE STORE

NOVA S.p.A.



Part of Euronics Group – leading Italian Retailer in Consumer Electronics – Nova S.p.A. starts its activity in 1995 with its own Stores in Lazio.

Successful years bring a great extra regional expansion. Today Nova S.p.A. can support its customers with its 39 stores Lazio and Lombardy.

THE NEEDS THAT INDUCE TO THE SEARCH OF A RELIABLE PARTNER

To find innovative tools for the brand new store in Milan: not just a traditional Consumer electronics Store, but an actual FUTURE STORE:

it has to be **OMNICHANNEL, INTERCONNECTED AND ALWAYS IN TOUCH WITH THE CUSTOMER**

it has to become a **PHYSICAL AND VIRTUAL MEETING PLACE**. In store, well prepared sales assistants can look after the customers, who can count on them or on “smart” interactive devices to satisfy their natural need for information. At home or anywhere else, the customer experience doesn't stop. Their devices are involved and become active part of a successful customer journey: **EVERYWHERE, EVERYTIME AND FROM ANY DEVICE** is now a must

“The city of Milan embraced this actual E-store – which I can't define just a Store – with great enthusiasm. We gain great satisfactions everyday. Thanks to Wins solutions and its MIA platform we can now say that the future store exists and we can find it in Milano, corso XXII Marzo”

Valentina Caporicci, Marketing Manager di Nova S.p.A.

MIA PLATFORM SUPPORTS NOVA

GAINED BENEFITS

MIA DEVICES: interactive kiosks available for customers opens to a whole new world. The customer can consult the complete Nova catalogue on its own. He can evaluate and match all the product features, and purchase the item he really wishes, even if it is not physically available in store.

THE CUSTOMER EXPERIENCE INCREASES, the customer has become the main character of its customer journey

MIA Tablet: the whole product catalogue is available on store assistants tablets too, to let them follow the customer which asks for their help in the store, to show features and recommend alternative products, or to search the desired items through the selection of features desired by the customer.

The customer feels more inclined to follow the store assistant recommendations. **THE CUSTOMER SATISFACTION INCREASES, THE CUSTOMER COMES BACK**

MIA Videowall: MIA can manage wide in store wallscreen for a double target: to show the current promotions to the customers to encourage the purchase and to support the store assistant while he is with his customer: he can easily launch the product datasheet on the wallscreen, showing the related promotional images and video.

THE STORE COMMUNICATION IS EFFICIENT, the customer is much more involved

MIA Label: the smart label which can show in resting mode the product datasheet, availability, prices, promotions and images/videos about the associated product, in use it can show the alternative products which are not physically in store. This endlessly increases the quantity of available products..

THE STORE DIGITALIZATION IS POSSIBLE, it is not just a concept; it is real and present

MIA Tattoo: MIA tattoos on electronic devices sold in store. Product information can now be displayed on the item to which they refer.

The customer has now a the double advantage: he has **ALL THE INFORMATION HE NEEDS** and he can **IMMEDIATELY TEST THE DEVICE**

MIA Locator: MIA now can show the right position of the chosen product in the store through the integration with the electronic label.

THE CUSTOMER FEELS NO MORE DISORIENTED in a store.

