

Client focus



Retail Systems **2009** awards
SHORTLISTED

IKEA enhanced customer experience with self service loyalty kiosks that offer customers a quick, easy and instant way to join to the IKEA FAMILY loyalty scheme.

Customers have the convenience of signing up in-store and benefit from being the first to know of upcoming promotions, sales and events via on screen information targeted solely at them. Quant Marketing created the concept for the kiosk solution and selected Protouch as its hardware partner for the project.

"We are very happy with the IKEA FAMILY registration kiosks that are installed in all Belgian IKEA stores. They allow us to have a much more efficient way of recruiting new IKEA FAMILY members without the presence of a co-worker being required. This versatile solution allows us to recruit new members and have existing members print out a temporary card or update their customer profile in a user friendly way", said Tim Schroons of IKEA Belgium.

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Tim Schroons of IKEA Belgium



Xen X5 kiosks across Belgian stores with:

- 19" touch screen
- 80mm thermal receipt printing
- Anti-vandal keyboard and trackball
- Branded laminate