

## Client focus

# MATALAN

Matalan, the leading clothing and homeware retailer, is piloting multi-channel retailing in-store with the introduction of self service EPOS kiosks, provided by Protouch.

### The Challenge

Matalan were looking to provide in-store access to their entire product range including the extended lines that can only be found online.

### The Solution

Pilot kiosks deployed in Matalan's new store in High Wycombe. The kiosks will provide an additional means for customers to purchase products and services across the entire Matalan range.

Protouch is providing the total solution; hardware, software and a managed service with support and maintenance. Matalan elected for Xen X4 kiosks featuring a keyboard and 80mm receipt printers running a secure browser version of their website. Customers simply browse the website as they would at home then add their desired items to basket and proceed to check out where they can pay and arrange in-store collection or delivery.

### The Result

By incorporating transactional kiosks Matalan is able to display products that cannot currently be found in-store. In turn the kiosks also accommodate customers without internet access and enhance the shopping experience of customers who come to the store. This will allow Matalan to drive incremental revenues in-store by increasing average basket size and cross/up selling.

**“We are always looking to improve our customer’s shopping experience, by giving in store shoppers the option to buy from our online range, they benefit by getting new products sooner, and also by being able to select from our full range. We recognise a shift in our customers shopping behaviour, and are looking to use technology to service customer requirements however they wish to engage with us.”** *Ross Williams, Ecommerce Trading Manager.*



#### Xen X4 Kiosk with:

- Keyboard
- Receipt printer

