InFocus
Collaboration That Works

SUCCESS STORY

BigTouch Helps Rooms To Go Customers Visualize Furniture at Home

Oversized touchscreen PC with specialized software invites customers and streamlines sales cycle

Business Challenge
Showroom space will not allow for Rooms To Go to stock every combination of fabric, color and pillow options for their iSofa® lineup of sofas.

Solution
Design a catalog that allows customers to see all the color and fabric options, and place it into a backdrop similar to their own living rooms. The proprietary software is installed on InFocus BigTouch large-format Windows 8 interactive touch displays on the show floor to ensure customers can see and interact with their options without connecting an external device.

Results
Customers are drawn to the brilliant, easy-to-use touchscreen PC displaying the software, which naturally invites them to explore and purchase products.

"BigTouch is customizable so we were able to configure it to run as a customer facing kiosk application."

Rick Brown, Rooms To Go, Director Management Information Systems

The Challenge

When choosing a sofa at a furniture store showroom, there are many options; displaying all the variety of styles, colors and fabrics is a challenge faced by most retailers. Retailers rarely have the space to showcase all of their offerings and, even if they did, it could be an overwhelming experience for the customer. Regardless, retailers need to move merchandise and customers need to know all their options. Rooms To Go, which boasts the largest furniture inventory in the U.S., solved this problem when it developed a software application called iSofa® named after the collection it was designed to showcase; an interactive visual gallery of sofa options.

The application can show Rooms To Go's hundreds of sofa and accessory options, including a myriad of styles, fabrics, colors, pillows, chairs, rugs and lamps. The company needed the interactivity, application flexibility and user-friendliness of a tablet; only much bigger. They chose to deploy iSofa® on InFocus BigTouch, the giant all-in-one Windows touchscreen PC, to draw customers in and enable them to easily design their very own room.

> *"BigTouch exactly fit what we were looking for; a big, wireless, all-inclusive touchscreen computer that can run our software and sit on our network. It pulls people in, is easy for any customer to click and, most importantly, helps us close sales."*
>
> Rick Brown, Rooms To Go director of management information systems

The Solution

BigTouch is a 55-inch or 70-inch 1080p touchscreen display with a built-in Windows 8 Pro PC that can run any Windows application in touch mode. Rooms To Go initially purchased eight BigTouches to place in the center of its showrooms' iSofa® section. Customers can design their personalized room and a sales associate can convert the customer's selections into a sales order, making the process easy and quick.

"BigTouch is customizable so we were able to configure it to run as a customer facing kiosk application, streamlining the boot up and login process so the employees on site don't have to turn it off at night or back on in the morning; we do that for them using automation," said Rick Brown, Rooms To Go director of management information systems. "That flexibility was invaluable."

Very quickly Rooms To Go found that, as designed, putting iSofa® on BigTouch increased opportunities for customer engagement and sales. After a short pilot period, Rooms To Go installed 47 additional units and made plans to implement at least one BigTouch in each of its nearly 150 locations across the southern United States.

The Results

Rooms To Go employees note that the BigTouch's large-format touch screen is inviting and draws customers into the iSofa® rotunda. Guests are eager to touch the device to set up a virtual room that mirrors their own, and find the couch and pillow combinations that would work best in their space. BigTouch with iSofa® has increased customers' comfort levels, which generally leads to a better overall showroom experience as they can more casually work with sales staff to identify the perfect furniture solution. Additionally, according to Mr. Brown, BigTouch has kept customers more engaged with the sales staff, and an engaged customer is much more likely to purchase.

For more information about BigTouch or other InFocus visual collaboration solutions call 877-388-8360 or visit www.infocus.com

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