



Retail



Samsung tablets give retail businesses the magic touch with capable, flexible technology.

“ Working with Samsung has really opened up the door for what we can do.

**Ben Staat**  
President

### Touchrate

Touchrate provides digital interactive applications for businesses that are seeking to increase sales, enhance brand loyalty and provide a superior customer experience.

Taking advantage of the growing use of touchscreen devices, the advances in tablet development and the decreasing cost of applied hardware, Touchrate has created several innovative applications. Using CMS and integral reporting, they have been able to help businesses drive in-store revenue and create a competitive advantage for their customers. Touchrate’s customers include leading retailers, financial institutions, health care providers, insurance companies, guest services, advertising agencies and display companies.



“ We have found our collaboration to be an exciting one ... with excellent results using Samsung Galaxy Tabs.

**JC Detre**  
SVP Technology

### The Challenge

### Self-Help Sales Assistance

As a leader in digital interactive solutions, Touchrate wanted to drive sales for big-box retailers using tablets as a self-help sales assist in the aisle.



Looking for a durable, reliable tablet that could last 3+ years at the point of sale, Touchrate needed to find the most advanced technology available to accommodate the functionality of their robust software suite and the level of complexity in their interface design.

“ When Touchrate set out to find the most advanced tablet technology, Samsung was unmatched.

**Wayne Hilmer**  
Chairman

After reviewing tablets by multiple device manufacturers, Touchrate determined that the Samsung Galaxy Tab® 10.1 and the Samsung Galaxy Tab 2 10.1 were unmatched in their capabilities and flexibility.

By developing a solution with a locked-down application and Decision Tree Software on the Galaxy Tab 10.1 and the Galaxy Tab 2 10.1, Touchrate was able to meet and exceed their retail customers’ goals and objectives by providing them with the right hardware to run and support their software.

Because these devices were to be used by Touchrate’s retail customers at the point of sale for one purpose or activity—to engage the shopper in a particular activity—only certain functionalities were needed on the devices. Touchrate discovered that the Galaxy Tab 10.1 and the Galaxy Tab 2 10.1 were flexible enough to allow them to remove all unnecessary applications and fit the devices with only the software they needed to meet their retail customers’ needs. This gave Touchrate more space to run videos, store data and allowed them to use a more sophisticated program.



Samsung GALAXY Tab 2 10.1

Touchrate continues to integrate Samsung tablets to enhance the shopper assisted-buying experience and increase retailers’ revenues. Since working with Samsung, Touchrate has achieved:

**250%**

INCREASE IN SHOPPER ENGAGEMENT

After updating their interface design on the Galaxy Tab 10.1 and the Galaxy Tab 2 10.1, Touchrate’s clients showed significant double-digit sales growth. In fact, further creative tweaking of Touchrate’s interface via 4G data transmission on the Galaxy Tab increased shopper engagement and feedback by 250%.

**60% to 340%**

SALES INCREASE

When it came to on-location marketing for a leading consumer packaged-goods company, one out of five shoppers interacted with a nearby display that contained a Galaxy Tab loaded with the Touchrate solution. Further results also show that 20% of these shoppers left their email addresses in exchange for an asset or promotion, and sales of products featured on the tablet increased 60% to 340%.

**400%**

ROI

Using a self-help sales-assist solution on a Samsung Galaxy Tab kiosk with Touchrate Decision Tree Software, a major retailer experienced increased sales of items for a 400% return on investment, as well as a reduction of returned items. Shoppers were better informed after using the tablet, were upsold more easily and ended up purchasing more expensive products over stores that did not incorporate the Samsung-Touchrate solution.



We prefer using Samsung products, especially the Samsung Galaxy Tabs, for our interactive solutions.

**Brennan Dailey**  
VP Creative Services

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