



MTI interactive merchandising solutions have dramatic impact on loss prevention and sales for BrandsMart USA

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To drive sales and customer interaction, lower costs and reduce shrinkage to near-zero, one of the largest volume-per-store retailers in the United States turns to MTI for insight and steadily impactful merchandising solutions.

Privately-held BrandsMart USA carries more than 500 name brands and 1,000s of SKUs for consumer electronics and appliances in big footprint stores that are dotted around the US Southeast.



“Loss prevention has to be satisfied before all the esoteric display questions get satisfied. We have high traffic and very low theft. I don’t think we have lost more than 20 cameras and camcorders in the past 10 years, in all the stores combined, off an MTI puck”

TOM FREEMAN
VP of Store Design and Internet
BrandsMart USA

“MTI has worked very closely with me in design and coming up with new ideas,” says Tom Freeman, VP of Store Design and Internet for the Florida-based retailer, “so what I entrust MTI to do is to always be the leader.”

Whenever possible, BrandsMart lets shoppers get their hands on products to touch and try them out - knowing that’s the best way to convert browsers to buyers.

That open, easy access presents a number of challenges for a high volume, high traffic retailer, but all of them are solved by MTI technology.

Instead of being locked away in glass cabinets, premium products such as camcorders, digital cameras and smart phones are available for customers to try out using MTI’s Freedom™ handheld merchandising platform. Freedom allows BrandsMart to keep the product live and fully powered, but still safe from theft.

“We wanted everything to be hands on,” explains Freeman, “we wanted everything to be working.”

“Our salespeople want the systems to operate as they’re prescribed to operate, and that says a lot,” says Freeman. “They are commission guys, so they can't make a living unless they can show a product in its best light. So it is in their best interests for everything they sell to be operational.”

Adopting MTI’s retail merchandising solutions has had a dramatic, lasting impact. By letting shoppers touch and test fully functioning cameras and camcorders, sales increased by a dramatic 40 percent. Just as importantly, thefts of product displayed on MTI systems are almost non-existent.

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To keep its stores on the cutting edge of retail technology, BrandsMart has leveraged the triggered digital signage capability of the Freedom platform to drive product knowledge of more complicated, involved offers such as mobile phones. MTI’s Intuition Lift – the only digital signage platform created exclusively for retail – works with Freedom to provide SKU-activated digital media capability. When a customer uses his natural inclination to pick up a product, adjacent monitors change content to specs and features of that particular model, as well as a comparison to similar models. In busy stores, where sales associates are not always available on demand, shoppers get instant, accurate detail that drives their purchase decision

Brandsmart displays take full advantage of MTI’s Audition signal management to add unique features such as switching the signal from camcorders being tested by customers to live overhead monitors. “That really creates a lot of buzz around the store,” says Faisal Saeed, the Sales Manager their flagship in Buford, Georgia. “When customers are standing over there and they see themselves on the screen, they tend to ask what's going on, and that initiates an interaction between customers and our sales people.”

MTI also worked with BrandsMart to develop RF technology that efficiently drives high-definition ATSC digital video signals to all the TVs and monitors around its stores. “What I love about MTI is that when we give them a task, I have 100 per cent confidence the job is going to get done,” concludes Freeman, “and by the time the bell rings for the store opening, my stores are going to work.”

To learn more about MTI and how it helps retailers and manufacturers increase revenue and profits, visit www.mti-interactive.com.



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