



Helping Customers Help Themselves with Interactive Kiosk Solutions

Reinventing the in-store experience for one of Asia's largest clothing retailers through RFID-enabled iPad kiosks that bridge the gap between digital discovery and physical shopping.

Overview

We developed an interactive iPad application integrated with Bluetooth-enabled RFID readers to provide shoppers with instant access to product specifications, availability, and styling options.

- Achieved a 19% improvement in sales through strategic cross-promotional displays and an 18% increase in Customer Satisfaction Scores (CSAT).
- Delivered real-time insights into customer sentiments via an integrated analytical solution, helping the retailer refine their in-store inventory and marketing strategies.



Client Profile

The client is a leading fashion retail company in Asia, managing a portfolio of established brands and a global distribution network. With a strong presence across international markets, the company specializes in the design, manufacturing, and distribution of fashion apparel, serving millions of consumers worldwide.

Challenges: Meeting the Self-Service Mandate

As retail trends shifted toward multichannel support, the client faced new consumer expectations:

- **Demand for Autonomy:** 90% of consumers now expect self-service portals; shoppers wanted to query prices, sizes, and colors without waiting for floor staff.
- **Product Discovery Hurdles:** In large-format stores, customers struggled to locate specific items or understand the full range of available color/style combinations.

- **High Labor Costs:** Scaling customer service through human staff alone was becoming cost-prohibitive and less efficient during peak hours.
- **Missed Cross-Selling:** Without an interactive platform, the client was missing opportunities to recommend "related products" to customers holding a specific item.

QBurst Solution: RFID-Powered Smart Kiosks

We designed a solution that utilizes React Native to provide a high-performance, interactive experience on iPads stationed throughout the store. These kiosks are equipped with Bluetooth HID RFID readers that instantly identify tagged products brought near the station.

The technical implementation transformed the shopping journey.

- **On-Demand Product Intelligence:** When a customer scans an item's RFID tag, the kiosk instantly displays the price, description, available sizes, and real-time stock levels.
- **Smart Navigation:** An integrated store map guides shoppers to the exact shelf or section where a product is located.
- **Voice-Enabled Feedback:** We incorporated a voice-enabled inquiry and feedback system, allowing for a more natural and inclusive user experience.
- **Data-Driven Insights:** Google Analytics was integrated to track which products were scanned most frequently, providing a heat map of customer interest and sentiment.

Key Features and Technical Highlights

- **RFID Integration:** Seamless Bluetooth HID connection for rapid tag scanning and data retrieval.
- **Alternative Purchase Options:** QR codes on the screen allow customers to buy items online if a specific size or color is currently out of stock at that location.
- **User Ratings & Reviews:** Enables shoppers to view feedback from other customers, assisting in the decision-making process.

- **Cross-Promotional Engine:** Dynamically displays "related products" and styling suggestions to increase the average transaction value.
- **Cloud-Backed Assets:** AWS S3 ensures that high-resolution product imagery and catalog data are delivered to the kiosks with zero latency.



Impact

- **19% Sales Boost:** Cross-promotional displays and personalized recommendations effectively drove higher purchase volumes.
- **Increased Store Traffic:** Footfall increased by 14% within six months as the interactive kiosks became a destination feature for tech-savvy shoppers.
- **Enhanced CSAT:** Customer satisfaction improved by 18%, reflecting a more empowered and efficient shopping experience.
- **Reduced Overhead:** The self-service model significantly lowered labor costs by automating routine product inquiries and navigation assistance.
- **Sustainable Innovation:** The platform's modular design allows for rapid updates to the product catalog and promotional content across 2,500+ locations via the cloud.