

# Point-of-Purchase

INDIA'S ONLY MAGAZINE ON SHOPPER MARKETING

www.vjmediaworks.com

info@vjmediaworks.com

Rs. 50

Volume: 6

Issue: 9

April 2011



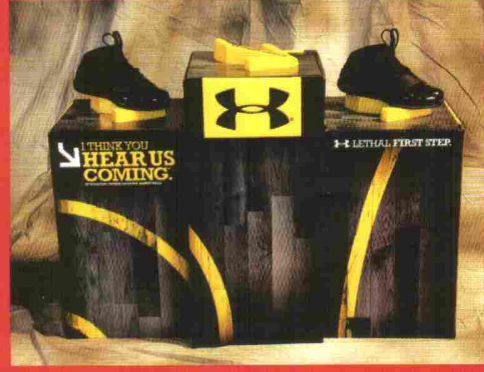
Uncommon sense

@ work in stores

POP Parade 8

Technology - 3D Holograms 24

OMA Awards 36



# Info-action

Information on demand is something that a shopper always appreciates. While in your store or mall an easily accessible information hub fuels the comfort of the shopper. The reason why we all have mall directories, customer query desks, how about adding engagement and interaction to information? Moveo Systems Pvt. Ltd's Rich information kiosks allow you to club the two Information and interaction – and offer you Info-action.



## Reena Mehta

Moveo Systems is a provider of highly innovative next generation human interaction solutions that delivers rich interactive multi-sensory experiences for users across both the consumer and enterprise segments. Founded in 2006, Moveo Systems is headed by a team of accomplished global software industry veterans. Channelizing its expertise Moveo has designed and created rich interactive touch panel based kiosks that can be programmed for multiple uses.



**Sankalp Saxena**  
Chairman & CEO  
Moveo Systems Pvt. Ltd

These Interactive kiosks are self-contained computing terminals that provide access to on-demand

information and transactions. Along with the versatility, design of the kiosk has also been well thought. "Our in-house Experience Design (XD) team has developed these next generation kiosks which are very contemporary in design. The enclosure has been described by most as being "Apple-esque" in nature! We have also used an innovative combination of materials as part of this design and offer customers two (2) variations for deployment – one which is 5.5' in height and one which is 7.5' in height." Sankalp Saxena, Chairman & CEO, Moveo Systems Pvt. Ltd. highlighted.

The dynamic templates make it easy to combine content and information on-the-fly as the architecture supports flexible configuration of information elements versus the older generation solutions which require deep customizations to accomplish the same. The inbuilt narrowcasting network is used to deliver product information and targeted advertisements to shoppers at the point of decision.

### The Kiosks can be used as:

- Mall directory – Mantri Square mall has stationed these kiosks at strategic locations inside the mall, and the shoppers can use it for browsing through the mall and access the map of the mall. And thus use it for easy navigation.
- Each retailer in a mall, for example,

can now have his/her own mini-site on the kiosk which can be used to promote their brand, advertise sales, push sales coupons and enable customers to locate their shop via an interactive map.

The kiosk can also be augmented with a feedback mechanism called mTracker. mTracker is a robust, secure and web-enabled application that can help retailers (1) **Capture Feedback**; (2) **Notify Relevant Stakeholders** and (3) **Analyze Feedback**. The application closes the loop between receiving feedback, notifying the appropriate responsible stakeholders for follow-up and creating a rich, real-time analytical dashboard of performance reports. The engine is multi-modal in nature in that it is capable of capturing feedback numerous sources, like websites, kiosks, paper forms, etc.

"For example, it has been successfully deployed at Mumbai Airport for the past several years and has processed over 3 million passenger responses. The mTracker engine measures passenger sentiment across 39 key parameters in 7 service categories.



Mantri Square similarly chose to deploy mTracker to measure customer feedback across a host of parameters/categories. mTracker can be deployed in any industry vertical/enterprise as it can be rapidly configured and deployed in a matter of weeks and not months. We at Moveo offer a 100% turnkey solutions to clients to hyper accelerate time-to-value." Sankalp elucidates.

These Kiosks deliver interactive applications for users across a host of industry verticals. They are easy-to-use, capable of delivering a host of rich multimedia content and seamlessly serve information of interest to the user. What your version of info-action be about? ■

## Point-of-Purchase

April 2011