

In-store POS // John Lewis concession



Opportunity

The Three concession in John Lewis was carrying out a major sales push prior to the Christmas peak.

The aim was to encourage people buying tablets/iPads to connect their newly purchased devices to Three's network.

So as well as encouraging customers to connect there and then in store we were also asked to create a way for people to connect online - if they wanted to connect at a later date, or if they were given the tablet as a present.

The existing self-connect user experience wasn't very user-friendly, and, as a result too many users were breaking off before finishing their connection. What's more, the system wasn't capturing any customer data, so no one could contact them to offer help.

Solution

WorksMC delivered an integrated approach consisting of print and digital. We created all the printed collateral for the Three John Lewis concession, from the customer facing brochures and product cards to staff IDs and quick reference lanyard cards.

Care was taken to highlight the ease of connecting WiFi-only enabled (Mobile WiFi) and 3G/4G devices (Data SIMs), providing information tailored to the high-value customer demographic of John Lewis.

We also designed a new, simplified self-connect system, which captured customer data. This was supported with an incentive to connect – where customers who connected with Three and stayed with them for at least 2 months received a free set of headphones or a WiFi speaker.

Result

Previous connection rates had fluctuated between 35% and 60% per month. It has now risen to consistently above 95%.

“Perfect, it all looks great and the uptake in connections is way above expectations, brilliant.”

**Natalie Fowler -
Channel Marketing Manager, Three**

This is just one example of how we create effective, innovative solutions to everyday marketing challenges, to help achieve results that are way above expectations.

Find out how we can do the same for you. Call Chris Cloughley today on 020 8780 9700