



Sharp and Candela Equip Furniture Retailer with Interactive Solutions for a Unique Shopping Experience

A major furniture retailer that prides itself on designing and building the high-quality merchandise it sells, offers a unique, interactive shopping experience in its stores. However, the company needed to change its monitor supplier quickly before a major sales campaign. Sharp professional LCD displays, coupled with touch overlays from Candela Display Systems proved to be the right solution.

Business Environment Challenges

It is rare in today's market that a furniture retailer designs and builds most of what it sells, and offers custom furniture for its customers. In order to keep the brand separated from retailers that offer mass-produced, lower-quality products, one company's uncompromised level of craftsmanship is reflected in a unique customer experience.

The furniture company prides itself on providing customers the ability to modify the merchandise they are purchasing through specialized software at a monitor equipped with a touch overlay for interactivity. Customers can choose fabric and stain color, types of upholstery and other options. However, the touch overlays that were originally used were not reliable.

Industry

Retail

Organization

A well-known furniture retailer

Challenges

- Experienced unreliable overlays for monitors
- Faced customer service issues
- Equipment wasn't arriving on time
- Needed a company to supply 130 monitors for a major campaign

Solutions

- Installed 130 Sharp 47" Class (47.9" diagonal) PN-Y475 professional LED displays in 130 different store locations
- Incorporated the Candela 47" touch overlay with the 130 Sharp displays to create an interactive shopping experience only found in high-end retailers

Results

- Display and touch overlay solutions were delivered and installed on time before huge sales campaign with another major corporation
- Peace of mind through a reliable product and excellent customer service

“Their original touch overlay solution had a significant failure rate,” said Candela Co-Owner Dodd Lewis. “In addition, the previous touch monitor supplier’s lead times were long and even then still had issues delivering the product on time. Another issue was the poor customer service when dealing with warranty issues. In general, the whole experience left them frustrated and they decided it was time for a change.”

The furniture retailer needed to find an alternative touch overlay/monitor solution quickly in order to meet an urgent demand. The company had just joined up with a multinational, mass media corporation specializing in children’s entertainment, which required them to supply 130 monitors and touch overlay solutions for 130 stores.

Technology Solutions

A total of 130 Sharp 47" Class (47.9" diagonal) PN-Y475 professional LED displays were installed with Candela’s 47" touch overlays in 130 different store locations. The solution was designed to provide an interactive shopping experience only found at high-end retailers. As Sharp displays come with a generous warranty and dependable customer service, it gave the furniture retailer and Candela the peace of mind it needed to let the monitors help sell the merchandise.

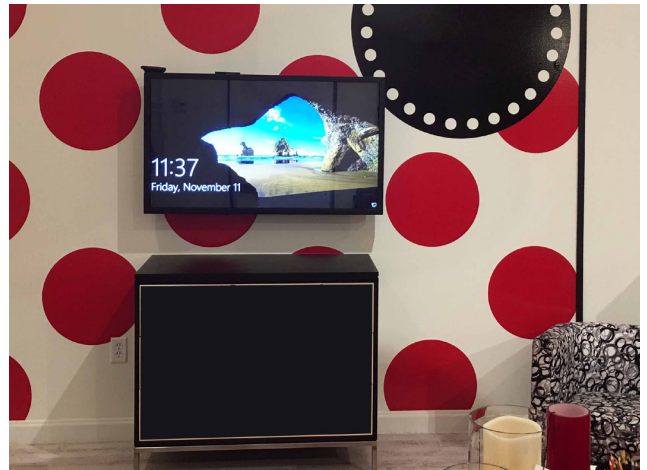
“Having supplied the company with this same solution for smaller projects in the past, the company recognized that Sharp offered a high level of reliability,” explained Candela Co-Owner Kevin Pidone. “They’ve been very pleased with them. Not only do they like the way they look, but they also appreciate the functionality, so it was an easy decision to make.”

According to Co-Owner Lewis, Candela has had an excellent success rate with Sharp monitors. “To date, we’ve had hundreds and hundreds of our overlays on Sharp monitors and have only experienced one issue,” he explained. “In our industry, that’s an amazing success rate. We wouldn’t sell them anything that we didn’t believe in and that’s why we suggested using the Sharp monitors for the furniture store project.”

Proven Results

Unlike its former monitor provider, the furniture retailer was able to receive the Sharp product where it needed to be, in a timely fashion. In addition, the company now has the peace of mind that if a technical issue should arise, the customer support is an easy, streamlined process that results in sending field technicians on-site as soon as possible.

Now, when customers see a product they like while browsing through this particular store, sales representatives can help them use the Sharp/Candela solution to customize the furniture to match their homes with minimal technical issues.



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- Dodd Lewis, co-owner of Candela Display Systems

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