

CASE STUDY

CLIENT

Ferrari Maserati of Vancouver

PRODUCT

NEC P46 Touch Display

PROBLEM

Find a way to increase customer interaction and satisfaction during the automobile customization process.

SOLUTION

Utilize an NEC P46 large format touch display to provide an interactive element that allows customers to see customizations right then and there.

RESULTS

Increased customer satisfaction and sales of customizations.

Ferrari Maserati of Vancouver Adds Interactive Element to Customization Experience

Names like Ferrari and Maserati are synonymous with elegance, class and customer service. In today's ever-changing world with tight budgets and well-researched purchasing decisions, excellent customer service will often make or break a deal. Desiring to add an interactive element to their vehicle customization process, Ferrari Maserati of Vancouver turned to TouchSystems to help them find the right solution at the right time.

Ferrari Maserati of Vancouver decided to implement an NEC P46 large format touch display into their sales conference room. Aided by refreshments and outstanding customer service, the sales staff uses the display to illustrate the different customization options available to the purchaser. Customers use the display to view the vehicle from all angles and choose exterior paint colors, interior colors and fabrics, rims and even the color of the vehicle's brake calipers.

To aid in selection, the conference room is also stocked with visible, touchable examples of seats, rims, tires, exterior paint color “chips” and interior fabrics. This allows the customer to feel and see off-screen what they’re selecting on-screen, enabling them to make a well-rounded customization decision.

In the months since the touch screen display was implemented, Ferrari Maserati of Vancouver has seen an increase in customer satisfaction. By giving their sales staff an interactive tool, they have enabled sales people and customers to make more, better-informed choices while instilling customer confidence and satisfaction.

Touch Screen Applications and Uses

Touch screens can be used in a variety of ways, from self-service kiosks to interactive digital displays. Creating an interactive experience with a touch product allows users to have a personal experience with an otherwise non-personal piece of equipment, building a connection with the people, the business and the brand.

At TouchSystems, we integrate premium touch screens into high-performance LCD displays, and can customize our products based upon YOUR specifications, creating a custom solution that fits your unique design and workflow needs. We are dedicated to delivering the most advanced touch-enabled technologies, and our touch screen displays are perfect for:

- Digital Signage
- Restaurant and QSR
- Healthcare
- Education
- Corporate and Commercial
- Retail Point of Sale
- Light Industrial
- Hospitality
- Government
- Custom and Multi-Purpose



Customers use the touch screen to choose interior and exterior colors, rims and more



Customers can see and feel fabrics and paint “chips” to aid their decision



Seats and rims line another wall, giving a life-size view of customer choices