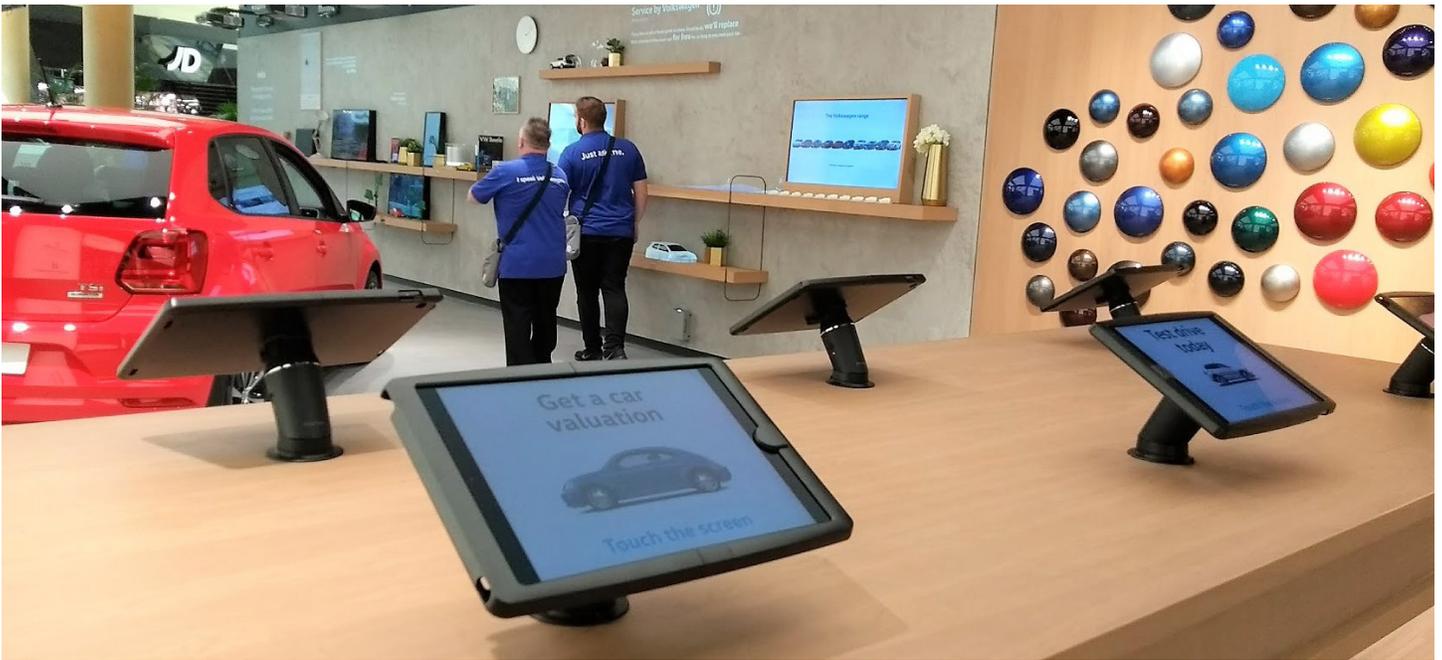


## Case Study

**Volkswagen:** Headquartered in Germany and one of the worlds largest automotive manufacturers. VW is recognized a one of the most innovative brands in the world when it comes to marketing their cars.

# “Unmatched customer experience drives car sales”



### THE SITUATION

German car manufacturer Volkswagen was designing and building their first retail concept for the Bullring Shopping Center in Birmingham, England.

A clear focus on meeting customers' changing needs was central in the design and development of the store. VW wanted to create an experience that made the process of buying and owning a car as easy and straightforward as possible.

To meet those changing needs VW looked to utilize iPads throughout the store for customers and sales associates to use. The tablets also had to be able to withstand the daily abuse they would experience in a mall environment.

### THE SOLUTION

Volkswagen was shown InVue's CT100 solution by the design firm building the store environment. The firm felt that CT100 offered the complete solution Volkswagen was looking for.

## Case Study



“InVue’s iPad stands are a really great product. Around 40% of customers use them to check info and shop the wider range.”

- Mark Scamber Retail Customer Account Manager

InVue’s CT100, part of their Commercial Solutions product line, enables customers to browse and research while waiting for a VW rep. Once they are engaged, the CT100 allows the customer to detail and virtually build their own spec car. Along with offering a high customer experience the CT100 offers security and power for the iPads.

*“The CT100 protects the iPads from any abuse and keeps them charged up and always ready.” Mark Scamber*

### WHAT’S NEXT:

This is the first shopping center pilot for Volkswagen, but if it proves successful VW will look to expand the concept. InVue will continue to support the expansion as well and offer expanded solutions and innovations.

