

Case study

Mobility in NOS stores encourages personalised service



HP detachable device allows staff to assist customers in any area of the store

Industry

Communications and entertainment

Objective

NOS needed robust and functional mobile computers with touch screens so assistants can help customers in any part of the store

Approach

HP presented NOS with detachable HP Pro x2 612 G1 units, which have a screen that detaches from the keyboard and works as a tablet. They offer good performance, are compatible with the most recent operating system and CRM applications and allow connection to other peripherals

IT matters

- Delivers versatility because HP Pro x2 612 G1 units can be used as portable computers at a fixed point, or as tablets for greater mobility

Business matters

- Provides enhanced in-store customer experience and a more personalised service by removing the barrier of a fixed position



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– António Pedro Oliveira, team leader, Access and Safety Management, Support and Quality Board, NOS



HP facilitates migration to a new level of in-store service

NOS is an innovative company that provides voice, data and television services but it still had a traditional store model with fixed positions. HP's 2 in 1 detachable device now allows in-store service to be mobile, providing a more personalised interaction and a better customer experience.



Challenge

Need to modernise stores and equipment

NOS appeared as a brand in 2014, after the merger of two of the largest communications companies in Portugal, ZON and Optimus. The two companies had different philosophies, and there was a need to standardise and modernise the spaces and tools in NOS retail stores.

In addition, the format of customer service inside the stores did not match the business model and market developments. There is a general trend in retail towards spaces with various environments where different services can be offered. NOS understood the necessity to implement these changes to provide its customers with the best possible experience.

“The new requirements for stores included mobility and proximity as key factors,” says António Pedro Oliveira, team leader in the Access and Safety Management Area of the Support and Quality Board, NOS.

NOS started a market survey to find a solution that enabled staff to be mobile within the store, with a large screen. This would allow interaction, but was also robust and provided the same functionalities as a traditional position, with a keyboard and connections to external peripherals.

“We analysed various market solutions and conducted in-store tests. HP had the best results both in the technical evaluation and staff trials in shops,” states Oliveira. “There was then a negotiation process in which HP offered conditions that were more favourable than the other competitors.”



Solution

HP Pro x2 612 G1 offers mobility and versatility

NOS acquired approximately 250 '2 in 1' HP Pro x2 612 G1 detachable units. These detachable units have a 12.5-inch screen which detaches from the keyboard, allowing it to be used as a tablet. The touch screen, allows users to enter data and access management programs, such as, for example, billing. The device also supports pens, which in the future could allow digital signatures to be collected from customers to authenticate documents. The detachable units are fitted with a camera that can be used to capture documents to reduce the use of paper or to read product barcodes.

The contract includes three years' assistance, with service at the client's premises and a response the next working day.

"One of our objectives is to reduce the number of peripherals at the service point and one of them is the barcode reader gun," says Oliveira.

The HP Pro x2 612 G1 units have two batteries, one in the keyboard and the other in the screen, which offer up to 10hrs 45mins of autonomous life. When fitted to the keyboards, the devices automatically start charging. The fact they work on any base enables mobility for the operators, who do not have a fixed workplace.

One aspect that differentiated the HP Pro x2 612 G1 was ergonomics. The other equipment tested did not allow the screen angle to be adjusted when fitted to the keyboard.

"This characteristic of the HP Pro x2 612 G1 was highly valued because, as our service model requires our operators to be standing up, and we have operators of different heights, this adjustment will always be needed. This is a highly relevant functionality," adds the manager.

The 12.5-inch screen size enabled easy integration with CRM solutions, some of which are not yet adapted to mobile devices. The HP x2 612 G1 also offers various levels of security that control user accesses and protect devices from external attacks. The Microsoft® System Center Configuration Manager configuration and management solutions, combined with the HP Manageability Integration Kit, allow technical assistance times to be reduced.

Customer at a glance

Hardware

- HP Pro x2 612 G1

Software

- Windows 10
- CRM Programs

Benefits

HP detachable device enables personalised and more efficient service

The HP Pro x2 612 G1 has been introduced at various stores as the premises have been remodeled.

“There are now three experience zones: one for cellphones and accessories, another for demonstrating and experiencing NOS products and services and a third where we activate the brand with themes that are relevant to the NOS world and have a high impact on customers,” says Oliveira.

The service points are concentrated in a designated area inside the store. On arrival, the customer enters their tax number or cellphone number or, alternatively, takes a password for residential or business service. When their turn is announced, a photo of the operator who will assist them appears on the screens distributed around the store. The employee then takes the screen off the HP Pro x2 612 G1 and leaves the service point.

“To make our service more personalised and create greater proximity, which translates into an increase in trust in the operator-customer relationship, we implemented HP Pro x2 612 G1 units that provide the mobility needed by in-store staff.”

– António Pedro Oliveira, team leader,
Access and Safety Management, Support and
Quality Board, NOS

“We want the attendant to establish a relationship with the customer in the first instance. The initial meeting ‘moment’ is when the customer goes to the assistant and vice-versa, giving their name and the reason they are in the store. If the customer has entered their own tax number or cellphone number, the assistant has access to their file, which allows contextualised service showing the last interactions with them”, explains Oliveira. “The major advantage of the HP Pro x2 612 G1 is the mobility it offers.”

In addition to the advantages mentioned above, the HP ‘detachable’ units also delivers a good cost-benefit ratio. The use of latest-generation Intel® Core™ processors allows updates to the most recent Windows® operating systems. In technical terms, there was a reduction in the number of failures which lead to greater productivity.

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