



CELLULAR SALES CREATES AN IMMERSIVE CUSTOMER EXPERIENCE

CASE STUDY – FEBRUARY 2015



CHALLENGE

Cellular Sales is a leading wireless retailer that designs interactive, technology-driven in-store environments for its shoppers. While many of the displays are designed with promotional video screens, the retailer found that only a few incorporated audio content. More often than not, audio would become too disruptive to store employees and other visitors, overpowering the surrounding environment. The retailer sought to provide customers with enhanced audio experiences without creating a disruptive, cacophony of conflicting sounds. They needed a solution that would allow audio to be played without it bleeding into nearby product zones.

SOLUTION

Cellular Sales partnered with HyperSound Audio Solutions to design a three-installation pilot in a Knoxville, Tennessee location. The pilot was designed to create immersive sound zones that minimized bleed and enhanced customer interaction.

The directional audio speakers played an important role in isolating sound while providing a unique audio experience in the pilot project. The installation proceeded smoothly, merging perfectly to overall design.

The pilot consisted of three in-store applications. The first two were in-ceiling installs, both targeting two different video-integrated product displays. The third was a HyperSound speaker “beacon” installed at the front of the store, beaming promotional audio content to shoppers as they stepped into the store.



RESULTS

A study was conducted that investigated shoppers' experience with the HyperSound-integrated displays. Surveys were taken following shopper interactions with one of the in-ceiling HyperSound installations at the Cellular Sales pilot location. The study results suggested that:

The audio content was memorable.

Approximately 93% of shoppers reported remembering the audio content. When asked to provide details regarding their experience, over 60% of respondents provided positive feedback related to the audio experience, whereas only 25% provided positive feedback related to the visual experience.

The experience was informative and engaging.

Of the shoppers who took the survey following the HyperSound-integrated display interaction, 61% said that their experience was more informative when compared to similar product display. Furthermore, 87% of shoppers said the experience was more captivating compared to similar product displays.

HyperSound Audio Increased Sales

Additionally, sales data was analyzed for one of the HyperSound-integrated product displays over a six month span: three months prior to HyperSound being installed (normal audio) and three months HyperSound was installed (HyperSound audio).

When comparing the average growth between September and October to November and December, total sales within the HS pilot store grew 43% (whereas sales within all of Knoxville only grew by 9% over same period). In other words, the HyperSound pilot demonstrated a net gain of +34% compared to other Knoxville stores.

The experience improved shoppers' brand perception.

76.7% said the interaction with the display gave them more positive feelings about the brand than before. The other 23.3% of shoppers said their feelings toward the brand remained unaffected/neutral after interacting with the display. No shoppers reported their feelings toward the brand being negatively effected by the display interaction.

The overall HyperSound-integrated display experience was a positive one.

85% of shoppers said they were very (58%) or extremely (27%) satisfied with the overall experience.

“Traditional speakers are often disruptive, especially with the number of video displays we have in our stores. HyperSound provides our customers with a unique audio solution that provides an immersive audio experience without adding more noise to the store environment.”

*- Chris Dotson
Multimedia Engineer, Cellular Sales*

ABOUT HYPER SOUND BY TURTLE BEACH CORPORATION

Turtle Beach Corporation (www.turtlebeachcorp.com) designs audio products for consumer, commercial and healthcare markets. Under the brand Turtle Beach (TurtleBeach.com), the company markets premium headsets for use with personal computers, mobile devices and video game consoles, including officially-licensed headsets for the next-generation Xbox One and PlayStation®4 consoles. Under the brand HyperSound (HyperSound.com), the company markets pioneering directed audio solutions that have applications in digital signage and kiosks, consumer electronics and healthcare. The Company's shares are traded on the NASDAQ Exchange under the symbol NASDAQ:HEAR.

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