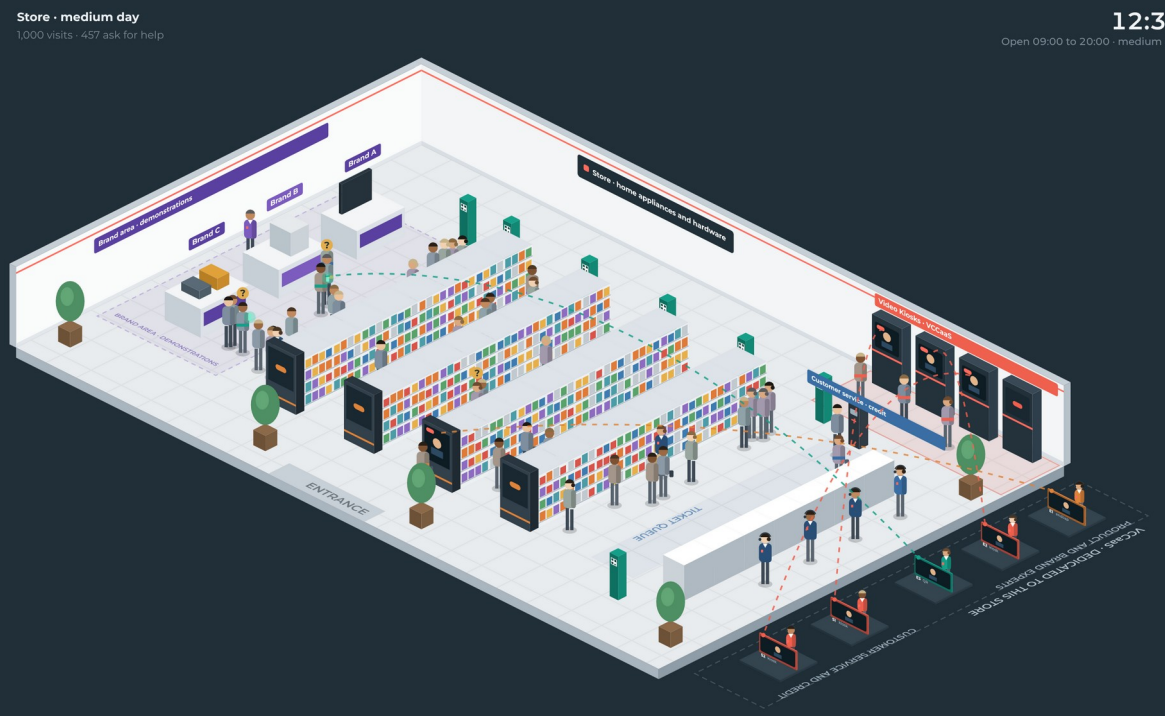
IntPowers

Partner guide · Retail

Phygital Store Simulator

A day in a home appliance and hardware store: who finds help, who completes their transaction at the counter, and what changes with digital endcaps, Video Kiosks and QR.



What it adds and how it works, in five minutes.

Interactive Powers · Madrid · Miami

The help customers can't find

Customers who look for someone in the aisle and see no one leave without the information, and it is not recorded anywhere. At the counter, the ticket queue decides whether the transaction gets done.

Unanswered questions in the aisle

In Scenario 1, 67 of the day's 264 aisle questions (25%) go unanswered: floor staff spend 40% of their time restocking, and customers only see staff in their own aisle or the ones next to it.

Same customers, three models

Sc 1 Conventional, Sc 2 + Video Kiosks (with digital endcaps) and Sc 3 + Video QR, on the same visits, the same needs and the same patience.

Results at once

Z, the customer rating, who leaves unserved, waiting and cost, recalculated whenever any input changes.

Reference day (medium day, 1,000 visits, X = 12%): Z is 96.5% in Scenario 1, 100.0% in Scenario 2 and 100.0% in Scenario 3, with 93, 42 and 24 customers leaving unserved.

What you see on screen

A full day on fast-forward. In the image, the store at 12:38 in Scenario 3, with digital endcaps, Video Kiosks and QR.



1. **Aisles**
   Floor staff who serve and restock. At one end of each shelf unit, a digital endcap; at the other, a QR totem.

2. **Brand area**
   One expert per display. In scenarios 2 and 3, demonstrations can also be done by video.

3. **Ticketed counter**
   Customer service and credit: cards, payments, loyalty and credit, with its queue.

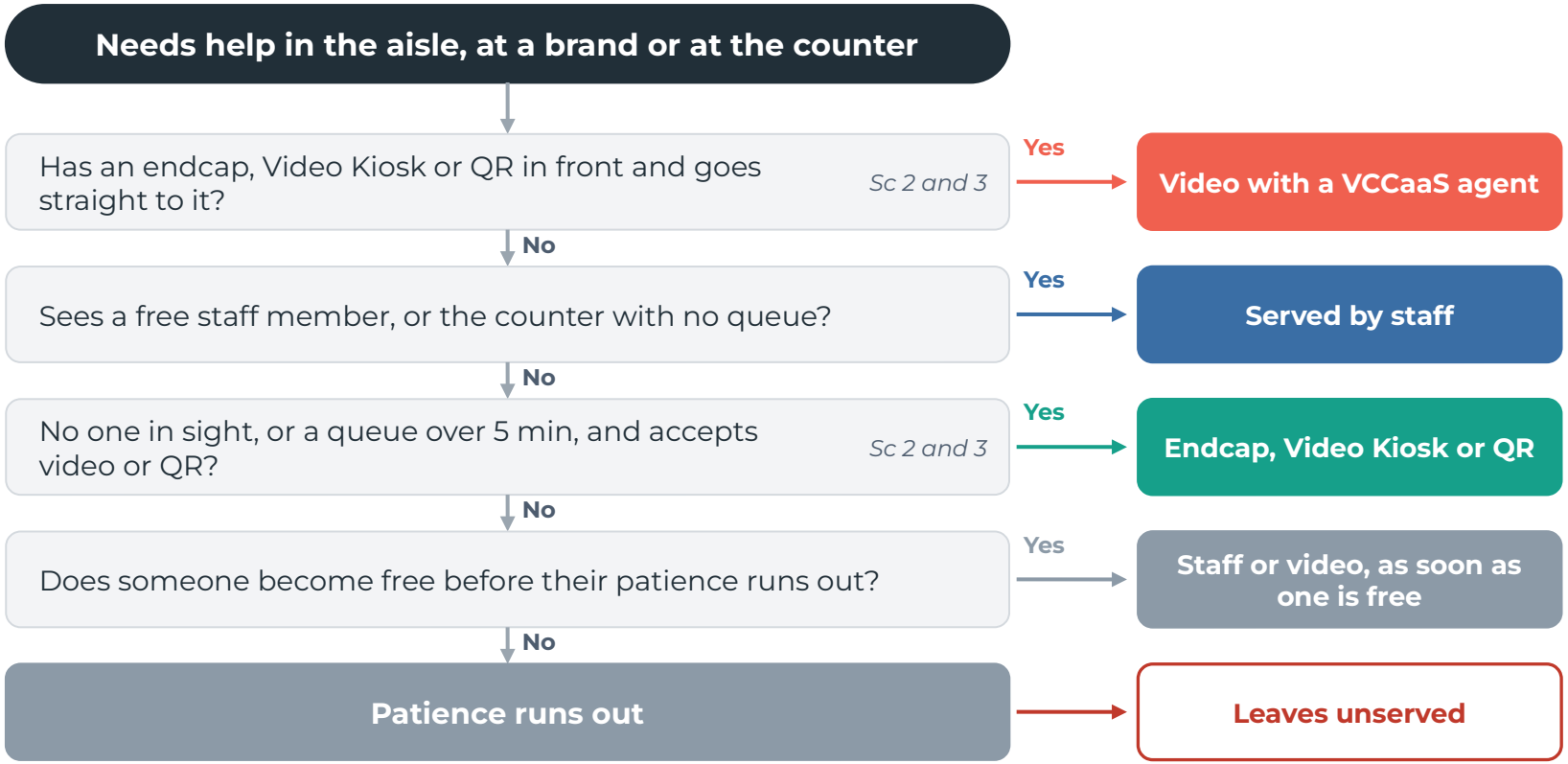
4. **Video Kiosks**
   Next to the counter. The screen goes from waiting for the agent to the video call.

5. **VCCaaS agents**
   Outside the store: experts (E) and customer service (S). A line links each agent to their customer.

6. **The day's timeline**
   Service minutes by channel, hour by hour; in red, those who leave unserved. One click jumps to that time.

How each customer decides

Each visit asks for one kind of help at most: information in the aisle, a demonstration or a transaction at the counter.



Default values

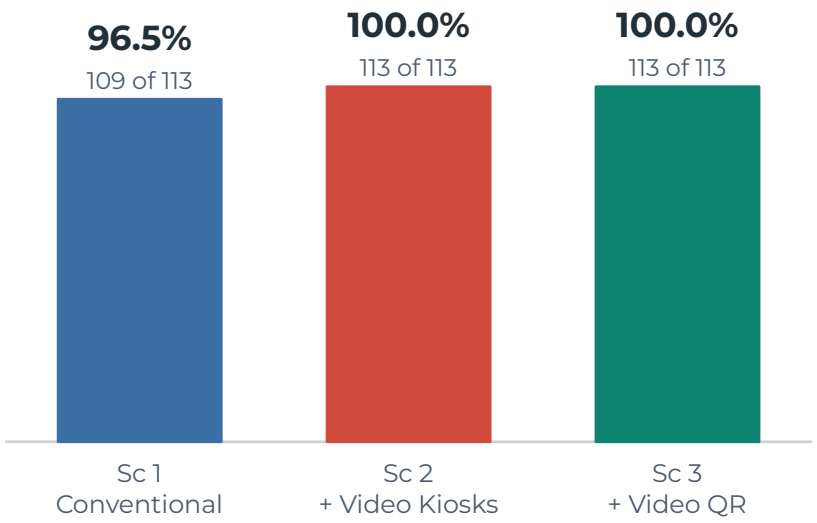
- X · go to customer service and credit: 12% of visits
- Ask for info in the aisle: 25%; for a demonstration: 8%
- Abandonment threshold in the ticket queue: 8 min (CX Gap)
- Wait that leads to video: 5 min (CX Gap)
- Willing to talk by video when no staff is free: 80%
- Willing to continue on their phone: 55%

Everything can be changed in “Store parameters”.

More customers served with fewer staff on the floor

Reference day: medium day, 1,000 visits and X = 12%. Scenario 1: 4 floor staff and 3 brand experts; scenarios 2 and 3: 2 and 1, plus 5 dedicated VCCaaS agents. The same 4-position counter.

Z · Customer service and credit completed



Reference day	Sc 1 · Conventional	Sc 2 · + Video Kiosks	Sc 3 · + Video QR
Z · Customer service and credit completed	**96.5%**	**100.0%**	**100.0%**
Customer rating, out of 10	8.3	9.1	9.4
Leave unserved	93	42	24
Average wait, until served or leaving	0.8 min	0.7 min	0.6 min
Served by video or QR	0	218	253
Service cost per interaction served	13.50 USD	10.40 USD	10.02 USD
Service cost per month, USD	147,420	129,441	130,109

Cost per interaction at CX Gap rates: 13.50 USD in person and 7.16 USD remote; Video Kiosk and digital endcap 50 USD per month and QR totem 5 USD per month. Per-position alternative: 410 USD per day per position and 220 USD per VCCaaS agent. All adjustable.

With Video Kiosks and QR, all 113 counter transactions of the day are completed (109 in Scenario 1), the customer rating rises from 8.3 to 9.4 and customers leaving unserved fall from 93 to 24, with 2 floor staff and 1 expert instead of 4 and 3.

Use it with your client

Five steps, a single HTML file.

1. **Pick the day type and X**
   Low, medium or high, and the share of visits that go to customer service and credit, from the store's data.

2. **Show the aisle in Scenario 1**
   Yellow question marks, staff restocking and red marks on the day's timeline.

3. **Switch scenarios**
   No restart: same time and same customers, now with digital endcaps, Video Kiosks and QR.

4. **Adjust staffing and data**
   Floor staff, experts, counter and screens in “Staff and screens”; visits, durations and costs in the parameters.

5. **Close with the results**
   Z, rating, wait and cost, per day or per month; “Copy simulation” to paste the results into an email or a report.

What you need

- A single HTML file
- Opens in any browser, nothing to install
- Visits per day, X, transaction times and the store's staffing
- No data is sent: everything is computed in the browser

interactivepowers.com

Interactive Powers · Madrid · Miami

IntPowers