

Major Retailer Installs 700 Loyalty Terminals

Payback Time!

By Eckhard Reimann

German retail giant dm-drogerie markt Group has installed new kiosk terminal systems in all 702 of its branches during 2004. The "dm Service Points" are an additional service provided by dm-drogerie markt and are designed to optimise customer relations and maximise customer retention. A diverse range of innovative customer applications is due to be implemented over the next few years, with the first of these, PAYBACK, already in operation. Customers can display the number of points currently in their PAYBACK account at the terminals and, if they have accumulated more than 1,000 such points, can print out a voucher that they can then use to pay for shopping in the dm-drogerie markt. dm-drogerie markt now employs more terminals than any other PAYBACK partner, including Galeria Kaufhof (approx. 330 systems), OBI DIY Stores (approx. 300 systems) and Real (approx. 250 systems).

The terminals used at dm are robust, versatile and attractively designed, with a terracotta colour scheme reflecting dm-drogerie markt's corporate identity. The look, feel and ease-of-use of the kiosks have been designed to appeal emotionally to the user by offering a friendly and approachable interface environment.

The terminals were supplied by Polygon GmbH from Heusenstamm, one of the most innovative players on the terminal market. The company's credentials are perhaps best established by the fact that for several years running the renowned kiosk award issued by the DMMV (German Multimedia Association) has always been awarded to Polygon

products. For dm-drogerie markt, Polygon's flexibility with regard to design, hardware and project management, as well as the extensive experience it had gained from other successful kiosk projects, proved to be the deciding factors in choosing them as the main project leader. In particular, dm-drogerie markt decided to go with Polygon based on their previous positive experience with the MMGK project (multi-media health kiosk). Polygon supervised the involvement of various hardware suppliers on the dm-drogerie markt project: notably PLG of Augsburg, who contributed greatly to the success of the project and supplied all the PanelPC technology and proximity sensors for the terminals. Another major supplier involved in the project was Swedish printer manufacturer Swecoin, who provided the high-quality thermal printers employed within the systems.

All the terminals were rolled out in just three months, with the whole project running virtually without a hitch, in large part due to extensive and professional project planning executed by FILIADATA, the service provider responsible for IT within the dm group. Staff members of the branches were brought on board the project at a very early stage and were given dummy PAYBACK cards to practise using all the functions, familiarising themselves with all aspects of the system and preparing them to introduce PAYBACK to their customers and deal with their enquiries. To minimise interruption to sales, all the terminals were pre-configured before delivery, allowing them to be installed in a matter of



minutes. For the same reason, great importance was attached to ease of terminal maintenance, so all hardware components were designed to be readily accessible once the front panel has been opened, are easily removable and can also be fitted or removed in minutes.

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