

## Optus introduces simpler communications

Optus Shops manage many consumer communications and effect a national POS changeover in one day.

### CLIENT:

Optus is a major mobile phone carrier in Australia, with stores constantly being refurbished into the sleek 'Gen 4' fitout.

### CHALLENGES:

The remaining 'Gen 3 and 2' stores were cluttered environments with many consumer messages competing for the customers' attention. Navigation through the store was hampered by many fixtures and cluttered with POS displays. There was an impending national POS changeover, and the stores' compliance record was poor.

### SOLUTIONS:

A national store audit capturing the number of messages, customer path and category locations. Worked with Optus' above the line agency M & C Saatchi to achieve a template for a clean, uncluttered store environment.

Developed retail standards document and trained the field merchandising team to execute the national POS changeover.

### RESULTS:

The achievement of 98% compliance – had never before been attained. The Optus shops – including the new Gen 4 fitouts, had a much clearer presentation standard.

