

BOOST MOBILE: Boost Mobile, Dish Network’s prepaid wireless brand received a facelift in 4,500 stores with the Next Gen. 4.0 Campaign.

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To appeal to a younger and more modern customer base, Boost launched a campaign to revamp its stores by offering a fresh and customer-focused experience in their stores. Boost realized a critical aspect of a memorable in-store experience is live demo device security. They sought out to find the most innovative and customer-experience focused device security available.

Upon reviewing various options from multiple solution providers, one company and one solution stood out among the rest. Sennco Solution’s Genesis Wireless® with Data Analytics is the first truly wireless device security system. Genesis Wireless® provides a low-profile display which accentuates the device instead of distracting from it. Genesis provides four points of alarm, including the option for the sales associate to completely

untether the device while the device is still secured by a wireless proximity. Additionally, every device secured on Genesis Wireless® is monitored to deliver actionable data including the number of times each device was lifted and the length of time a customer interacted with each device. Boost Mobile awarded Sennco the opportunity to secure 4 devices in 1,500 stores.

In September 2018, Boost Mobile launched two new devices on Sennco’s Genesis Wireless® with Data Analytics. The first device was a live LG Stylo 4, while the second device was a mock LG Stylo 3. This proved to be an effective opportunity to measure the rate at which a live device on display significantly impacts sales. **On average, the live LG Stylo 4 has been interacted with (picked up and held for greater than 5 seconds) 61% more than the mock LG Stylo 3. This simple metric supports the claim that live devices are essential in providing an optimal customer experience in modern mobile carriers.** Live demo devices provide a holistic experience in the store which instantly gives the retailer a competitive advantage over online markets. This competitive advantage greatly improves the probability of closing a sale in the store and provides a platform for the retailer to cross-merchandise and upsell products by providing excellent customer service. This is especially true for newly launched devices – getting a live demo in the consumers hand provides proof that the device can do what it says it can do as well as conveys a sense of ownership to the consumer while in the store. In other current deployments of Genesis Wireless® with Data Analytics, Sennco has seen very similar results; some even greater than 61%.

