



DAB reception in melectronics stores

For both our customers and salespersons, the DAB repeaters offer many benefits. Previously, salespersons frequently had to go outdoors with our customers to show DAB-receivers. This caused significant additional efforts, and shoppers with little patience often went on without buying anything.

Often it was difficult to explain to the customer why the DAB radio will work in their homes while in our store not a single station was to receive. All this made the customers uncertain, and also resulted in a much larger consulting effort. In addition, elderly customers often ask us to program their favourite channels on their new devices. Now we can perform this service efficiently and uncomplicated. The reactions from the sales front are very positive throughout!

All customers can now try out and compare the various DAB radios themselves. It is regularly the first time that people experience the benefits of DAB receivers by themselves. Our concept is to offer customers more than just a box of something to sell. Customers should have the opportunity to experience the variety of products, to benefit from the expert advice of our staff, and to be able to take the device home immediately. It is very important to us that the customers can enjoy the best experience of our offers and the purchases. That's why the investment in these DAB installations by Sumatronic definitely pays off for us.

We can hardly imagine our everyday sales without DAB repeaters for our radios anymore.

A presentation without a DAB repeater would be the same as if our TV sets were on display in the store without any picture.

Reto Roos, Branch Manager melectronics, cooperative MIGROS Lucerne