

Canadian comm company Rogers redesigns stores

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Rogers Communications, Canada's largest provider of wireless voice and data communications services, has launched its new retail store concept with the grand opening of its newest location at Yonge and Bloor in Toronto.



The new Rogers retail stores include a personalized and integrated service approach that brings the connected technology experience to life. Customers will now have access to more tailored one-on-one service, more of the latest technology and products, and more ways to stay connected and entertained than ever before, in a friendly and interactive retail environment, Sian Doyle, vice-president, retail, Rogers Communications, said in a company press release.

"Service and community are at the heart of our innovative new stores," Doyle said. "This store opening is part of a larger retail transformation to enhance how we service and sell to our customers. With interactive learning sessions and seasoned tech experts available onsite, consumers can learn more and get the latest technology and services in-store."

The format includes:

- A new design: Stores will feature a spacious and interactive design that showcases innovative Rogers products and services and makes it easier for customers to experience the Rogers brand in-store.
- Personalized service: Friendly hosts will greet all customers and make a needs assessment prior to scheduling a one-on-one appointment with a customer service representative. Retail representatives will be able to perform many service transactions in-store including account activations, hardware upgrades, and other account management services, ultimately creating a more seamless and personalized end-to-end service experience for the customer.
- Latest products and experiences: Customers can try out Rogers products and services at new, dynamic product stations and by participating in demonstrations.
- Access to community and education: A new community table will serve as a hub for interactive learning sessions with other Rogers customers, which will be posted on the in-store wall calendar, led by seasoned technology experts.
- In-store perks: Many stores will offer free Wi-Fi, a charging bar, toys for children and a selection of Rogers magazines.

Rogers plans to launch more than 20 enhanced and remodeled retail store locations coast-to-coast through 2012 in major markets in Alberta, British Columbia, Manitoba, Ontario, Quebec, and Saskatchewan, with a rollout strategy to continue in the coming years. Several of these locations will be brand new locations.

