SCC helps Thomson create the next-generation ‘holiday design store’
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The Challenge

- Design and install high-impact, interactive multimedia walls
- Deliver an engaging, exciting holiday buying experience
- Increase customer engagement and brand preference
- Integrate technology throughout the customer journey

Customer Facts

Country: UK
Industry: Transport
Founded: 1965
Employees: 18,000
Turnover: £14.46 billion
W: www.thomson.co.uk
(Part of TUI Travel Plc)

The Challenge

To embrace changes in consumer behaviour, Thomson wanted to create a compelling in-store experience at their new flagship store at Bluewater Shopping Centre in Kent. The concept is now being rolled out nationally.

The entire store is treated as a digital canvas with evocative, high-impact imagery used to attract, entertain and inspire customers, whether they are outside the store or immersed in a personalised holiday experience inside the store.

To design and install high-impact, interactive multimedia walls, Thomson needed a technology partner capable of delivering against specific blueprints and to a tight schedule, with an existing buzz around the store and an opening date predefined. They chose SCC.

Marketed as the ‘holiday design store’, Thomson’s new store of the future at Bluewater features some of the latest retail-focused digital innovations.

“The message for retailers is clear: the high street is changing. And SCC has helped us realise digital solutions which engage a generation of shoppers who demand experiences that blur online and in-store shopping.”

Kathryn Ward, Thomson UK & Ireland Director of Retail and Financial Services

The Solution

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The Business Benefits

The in-store focus is now on customer intimacy, growing the staff's ability to influence decision making and streamline the process from researching holidays to purchasing.

All digital signage is managed remotely, allowing staff to focus on customer interactions. Staff can personalise large scale projection walls in real time to continue to immerse the customer in their dream holiday.

The 84-inch interactive map of the world allows customers to explore holiday destinations and take a virtual tour of resorts and accommodation.

Customers can explore potential holiday destinations using the interactive table, allowing them to search for hotels, features and facilities that are important to them. The new in-store technology provides an engaging search tool and puts the customer in complete control.

What We’ve Achieved

- Maximised footfall
- Increased sales conversion
- Increased dwell time
- Increased brand engagement