

Tesco's new interactive technology offers shoppers a world of toys in one place

Monday 26 November, 2012

A giant 80 inch touch screen giving shoppers interactive access to more than 11,000 products is being trialled in one of Tesco's key stores in the run up to Christmas.

Shoppers will be able to use the state of the art technology to browse the full range of toys available on tesco.com, filtering what's available by age, gender and price. Customers can then place an order by printing a ticket for Click and Collect or by using their mobiles, via a QR code on the screen or by sending a text message to get a weblink. Some products can be rotated for a 360 degree view and all come with full descriptions.

This innovation builds on the recent trial of a virtual grocery store at Gatwick Airport, which also offered customers instant touch-screen access to online and mobile ordering in a convenient location.

The screen, which is more than 7 feet tall, allows people to move seamlessly from browsing real aisles to the virtual aisle, providing easy access to the wider range of products available online and helping customers do more of their shopping in a single trip.

Tesco's UK General Merchandise Director, Neela Mukherjee, said: "Our focus is on making shopping as convenient as possible for our customers, and we also want to make sure store customers don't miss out on the growing range of products we have available online. This giant screen makes use of a single section of the store to offer shoppers access to an enormous range of toys, like being able to stroll down the longest aisle in the world. It's also a really fun way to get a close look at what's available and, with Christmas approaching, we're sure plenty of children will be encouraging mum and dad to stop and have a look."

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