

wondersign

KIOSK

TRAINING



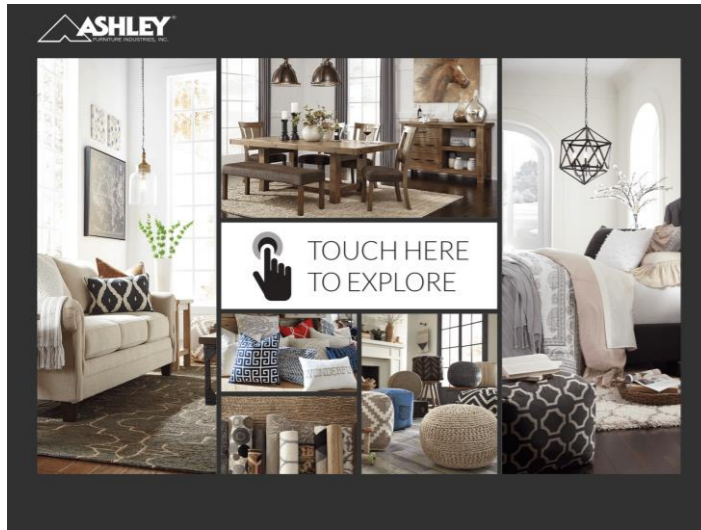
KIOSK TRAINING OVERVIEW

WONDERSIGN HAS BEEN A RESOUNDING SUCCESS FOR MOST DEALERS WHO HAVE PUT IT ON THEIR FLOOR. THEY ADD AN ENDLESS AISLE TO STORES OF ANY SIZE, WHILE PROVIDING AN ALWAYS UP TO DATE CATALOG WITH HI-RESOLUTION PICTURES. THIS PRESENTATION, ALONG WITH TRAINING VIDEOS WITH GREATER DETAIL, ARE INTENDED TO HELP YOU GET THE MOST OUT OF EACH KIOSK WE PLACE. HOPEFULLY THIS TRAINING RESOURCE CAN HELP YOU AND YOUR DEALERS USE THE KIOSKS MORE EFFECTIVELY AND SELL MORE FURNITURE. IN THIS GUIDE WE WILL COVER THE FOLLOWING TOPICS:

- CHECKING FOR UPDATES
- NAVIGATION
- BUILD A TICKET
- CATALOG APP MANAGER

Link to corresponding YouTube video:
<https://youtu.be/KXPi15FO6Ms>

Press and hold here for 10 seconds to open update screen



Don't Forget!

Always verify the kiosk is powered on during your store visit! Some retailers turn everything off at night, and turning the kiosk back on in the morning may not yet be a part of their routine.

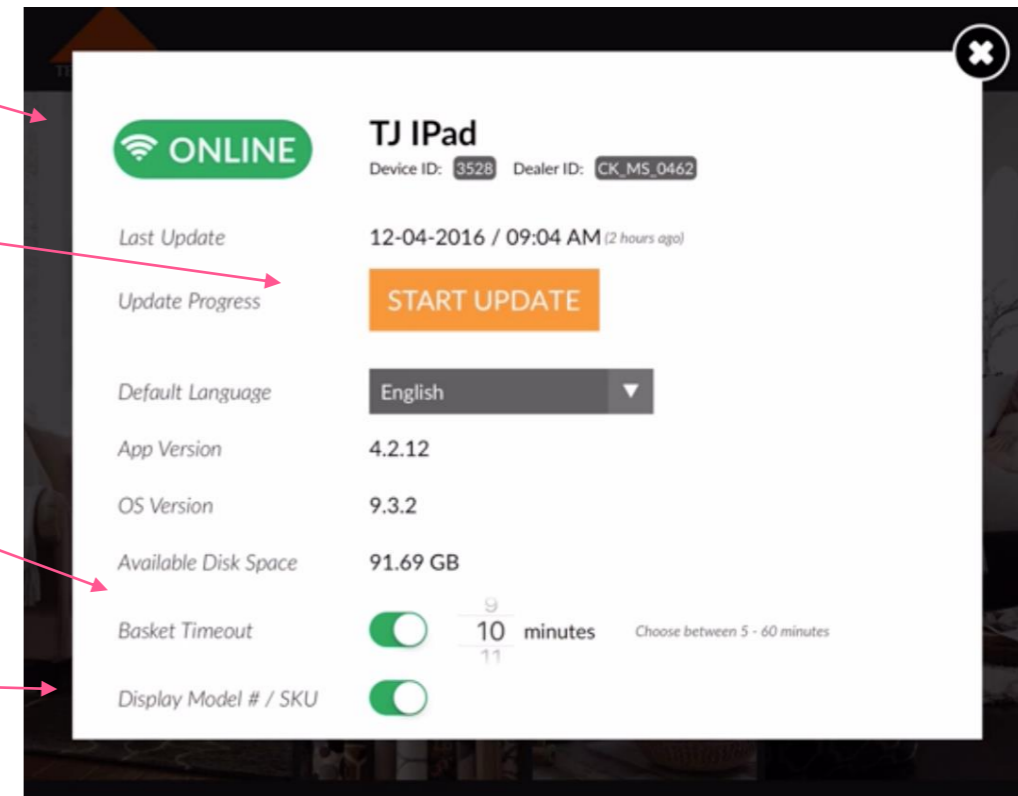
Check connection status

Start an update

Set a timeout for the basket

Allow model and sku # to be displayed

Update Screen



1. CHECK FOR UPDATES

THE SYSTEM SHOULD AUTOMATICALLY UPDATE BUT CHECKING DURING YOUR VISIT IS A GOOD HABIT TO FORM. THERE ARE OTHER THINGS YOU CAN DO FROM THE UPDATE SCREEN THAT YOU SHOULD BE AWARE OF. PRESS AND HOLD THE LOGO IN THE TOP LEFT OF THE SCREEN FOR 10 SECONDS AND YOU WILL OPEN THE UPDATE SCREEN. FROM THERE YOU CAN DO THE FOLLOWING:

- CHECK INTERNET CONNECTION STATUS
- SEE WHEN THE LAST UPDATE WAS PERFORMED
- START AN UPDATE
- CHANGE THE DEFAULT LANGUAGE
- SET A TIME LIMIT BEFORE DELETING A SHOPPING CART'S CONTENTS
- ALLOW MODEL AND SKU#'S TO BE DISPLAYED

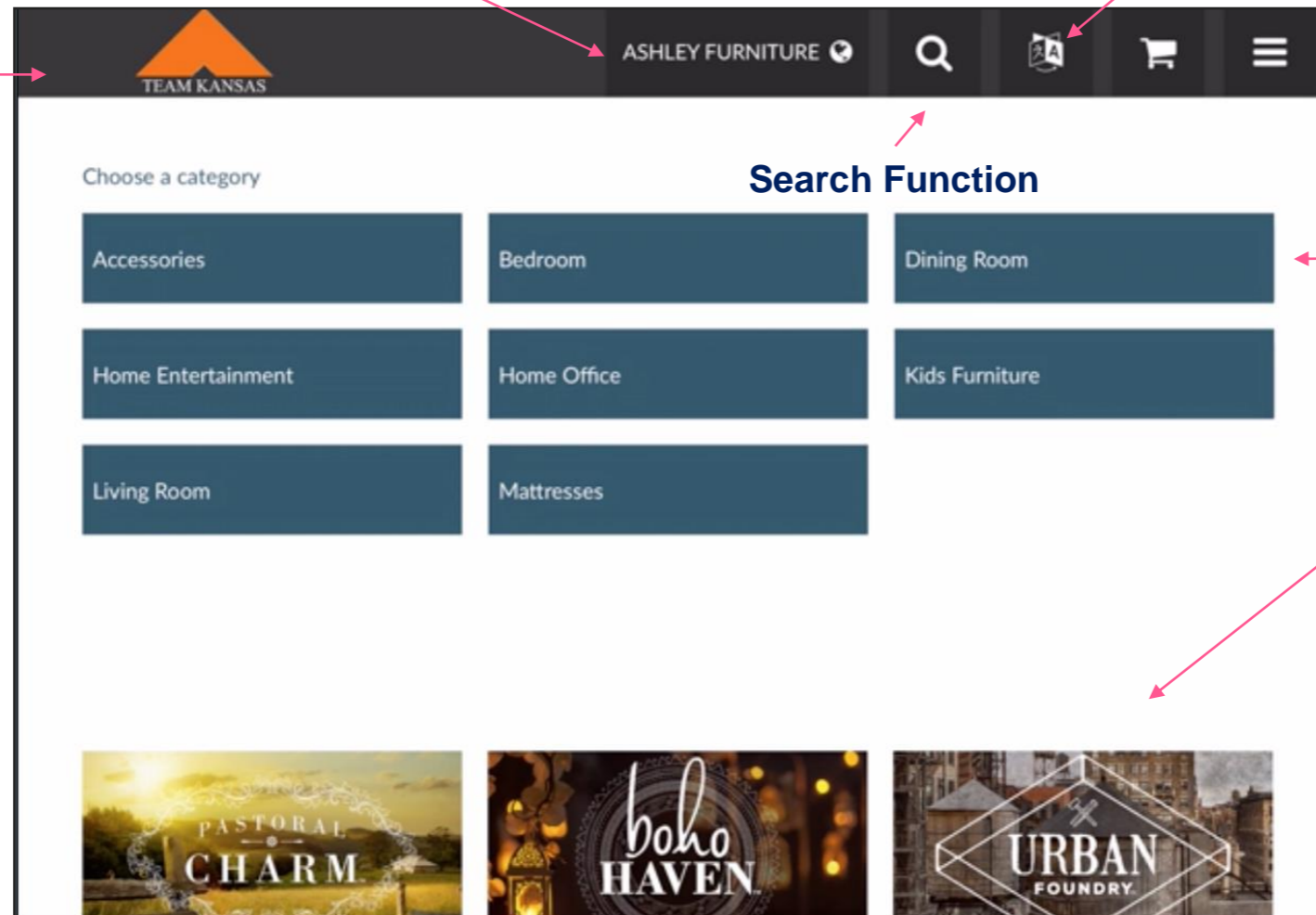
Link to corresponding YouTube video:
<https://youtu.be/D-MbjMC8MY0>

Linked websites you can navigate on the kiosk

Change the language

Have your dealer use their logo here

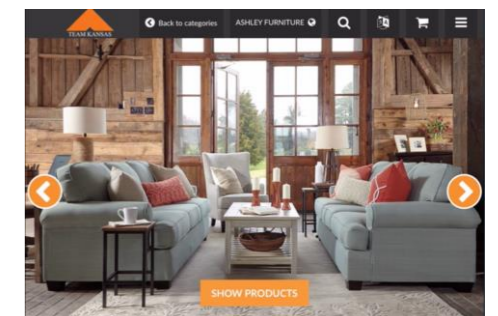
Category List



Categories

STYLE ELEMENTS

Stores can add up to 3 style element logos to their home screen. They each contain pictures of lifestyle settings for that particular Pod, and have all the products used listed for each photo.



Tip: Everything on this page can be edited online through the catalog app manager.

2. NAVIGATION

YOUR "HOME PAGE" ON THE KIOSK IS THE MOST IMPORTANT PAGE FOR ANYONE USING THE DEVICE TO UNDERSTAND. YOUR HOME PAGE IS CUSTOMIZABLE ONLINE THROUGH THE CATALOG APP MANAGER (COVERED IN SECTION 4).

SOME KEY POINTS OF INTERESTS:

-DEALER LOGO: TOP LEFT , PRESS AND HOLD FOR TO UPDATE KIOSK.

-DEALER WEBSITE LINK: TOP MIDDLE OF PAGE . ACCESS DEALER WEBSITE FOR ADDITIONAL PRODUCT, FINANCING OPTIONS, ECOMMERCE.

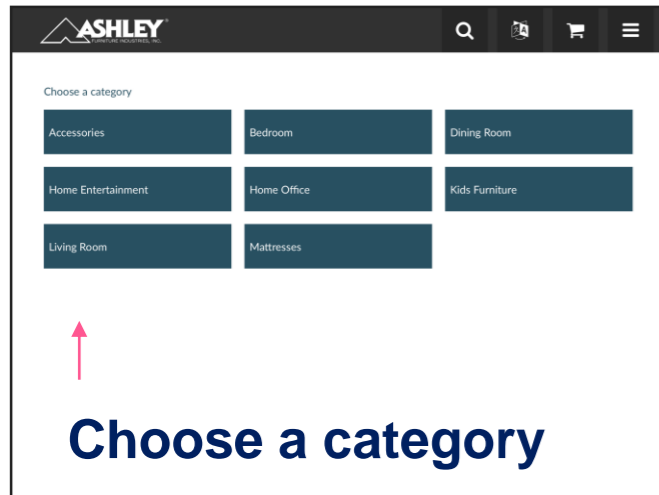
-SEARCH FUNCTION: SEARCH CATALOG CONTENTS BY KEYWORDS.

-CHANGE LANGUAGE FUNCTION: FOR CUSTOMERS WHO ARE MORE COMFORTABLE SEARCHING IN ALTERNATIVE LANGUAGE.

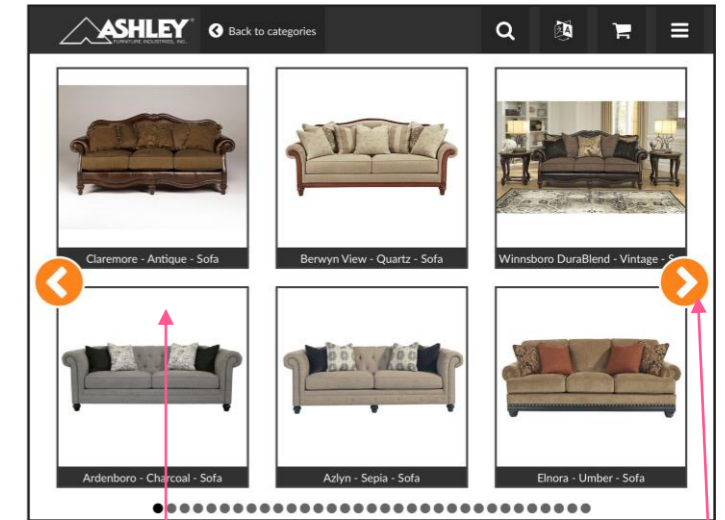
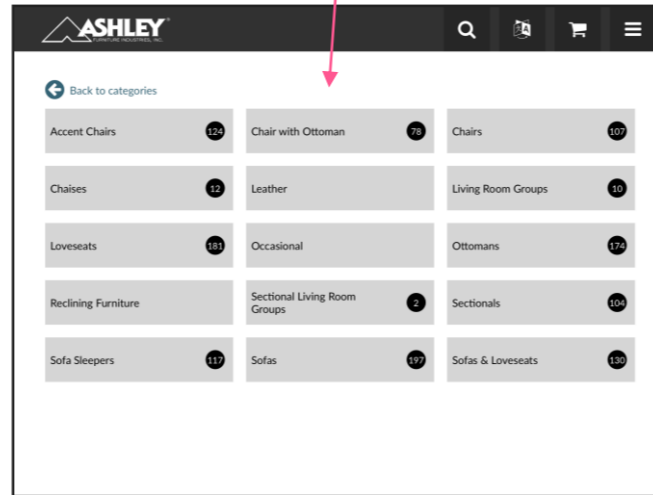
- STYLE ELEMENTS LOGOS:GIVES CUSTOMERS A WAY TO BROWSE AND SHOP MORE VISUALLY.

Link to corresponding YouTube video:
<https://youtu.be/gBXEq7-RFCs>

Getting a search started



Choose a piece in that category



Select an item

Or browse through the search results with the arrows

2. NAVIGATION

TO GET STARTED SEARCHING CHOOSE A CATEGORY AND THEN AN ITEM IN THAT CATEGORY. ALL THE PRODUCT WE MAKE THAT FITS THAT SEARCH WILL BE DISPLAYED. YOU CAN ARRANGE HOW THE RESULTS ARE ORGANIZED THROUGH THE CATALOG APP MANAGER.

Select an item

ASHLEY Back to overview

Darcy - Salsa - Sofa

Specs	Description
Model #	7500138
Weight	126.2 lbs
Dimensions	90"L x 39"D x 40"H

Price **\$180⁹⁹**

SEND TO EMAIL
SEND TO MOBILE
ADD TO BASKET

Related Products

*Information displayed on this screen may be incomplete or inaccurate. Pictures displayed may contain products not included in the price.

Tip. Test your dealer's kiosk by sending something to yourself. You can verify that the email and phone number listed are correct.

ASHLEY Back to overview

Darcy - Salsa - Sofa

Specs Description

With the exciting contemporary style of the sweeping padded arms and plush pillow back design, the sleek beauty of the "Darcy-Salsa" upholstery collection is sure to awaken the décor of any home environment while offering the comfort that you have been searching for.

Frame constructions have been tested with various equipment to simulate the home and transportation environments to insure durability. Corners are glued, blocked and stapled. Seats and back spring rails are cut from 7/8" hardwood. Stripes and patterns are match cut. All fabrics are pre-approved for wearability and durability against AHFA standards. Cushion cores are constructed of low melt fiber wrapped over high quality foam.

Price **\$180⁹⁹**

SEND TO EMAIL
SEND TO MOBILE
ADD TO BASKET

Related Products

*Information displayed on this screen may be incomplete or inaccurate. Pictures displayed may contain products not included in the price.

Click description to get a style description of the item and more information regarding construction.

2. NAVIGATION

When you select an item from the results you will get this screen that gives you information on that piece. Included are the model #, weight, dimensions, the price, and the ability to send the item information via text or email. You can save it to the basket to compare to other pieces or review later, and you also get a list of related products the consumer may be interested in and a description of the piece.

Link to corresponding YouTube video:
<https://youtu.be/gBXEq7-RFCs>

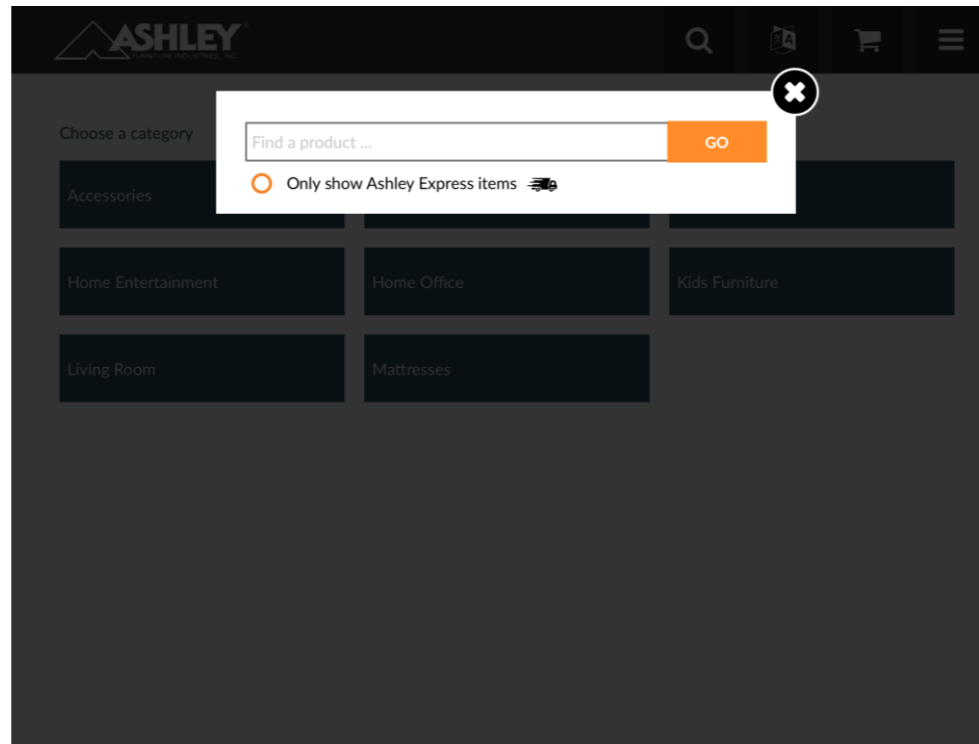
Search by keyword

Search by design term:

Showwood Sofa

Search by item number:

750 02 38



Search by style:

Contemporary

Search by type of cover:

Chenille

Search by series name:

Darcy

Search by color:

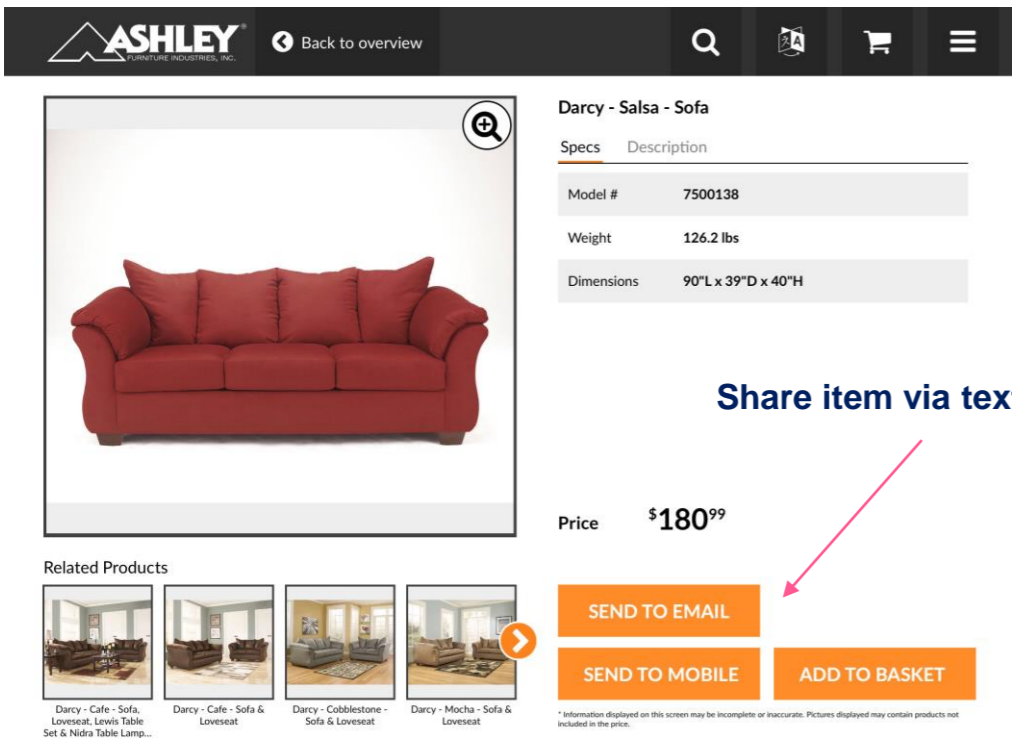
Navy

2. NAVIGATION

THE SEARCH FUNCTION ALLOWS YOU TO BROWSE THE CATALOG BY KEYWORD. YOU CAN SEARCH USING MODEL NUMBER, SERIES NAME, DESIGN FEATURE, STYLE, ETC. TRY SEARCHING DIFFERENT VERSIONS AND COMBINATIONS OF WORDS TO LEARN HOW IT RESPONDS. FOR EXAMPLE, IF SEARCHING BY COLOR YOU MUST USE ASHLEY'S COLOR DESCRIPTION. TYPING "BROWN SOFA" MAY ONLY PULL UP ONE OR TWO GROUPS. YOU'LL HAVE TO ALSO SEARCH WORDS LIKE MOCHA OR KHAKI FOR THE MOST COMPLETE RESULTS.

Link to corresponding YouTube video:
<https://youtu.be/gBXEq7-RFCs>

Capturing customer information



Tip: You can save a picture of what you're matching to the basket for easy reference if it's not within eye site of the kiosk.

A consumer has picked out a new sofa! Great, but we're not done. This is the perfect time to use the kiosk to search for matching tables. Just bought a bedroom set? Let's add a new TOB!. Focusing on add on sales is crucial for increasing average ticket and improving your dollars per square foot. Building a ticket should be a focus for every sales associate, and using the kiosk effectively will do a lot of the heavy lifting for you. If a customer buys a contemporary sofa use the kiosk to look for contemporary occasional tables.. Then you move on to lamps, rugs, artwork, etc.

You can use the keyword search to quickly narrow down results by style or search an entire category. Having all the results in front of them at once makes choosing easier and we know a consistent percentage of customers are going to buy these additional pieces somewhere. We also know, statistically speaking, that at some point during the shopping experience they will use a screen. Now is the best time for the consumer to shop these categories, the piece they're matching is in front of them, the entire catalog with hi res photos is at their fingertips, and they are comfortable with the technology and experience.

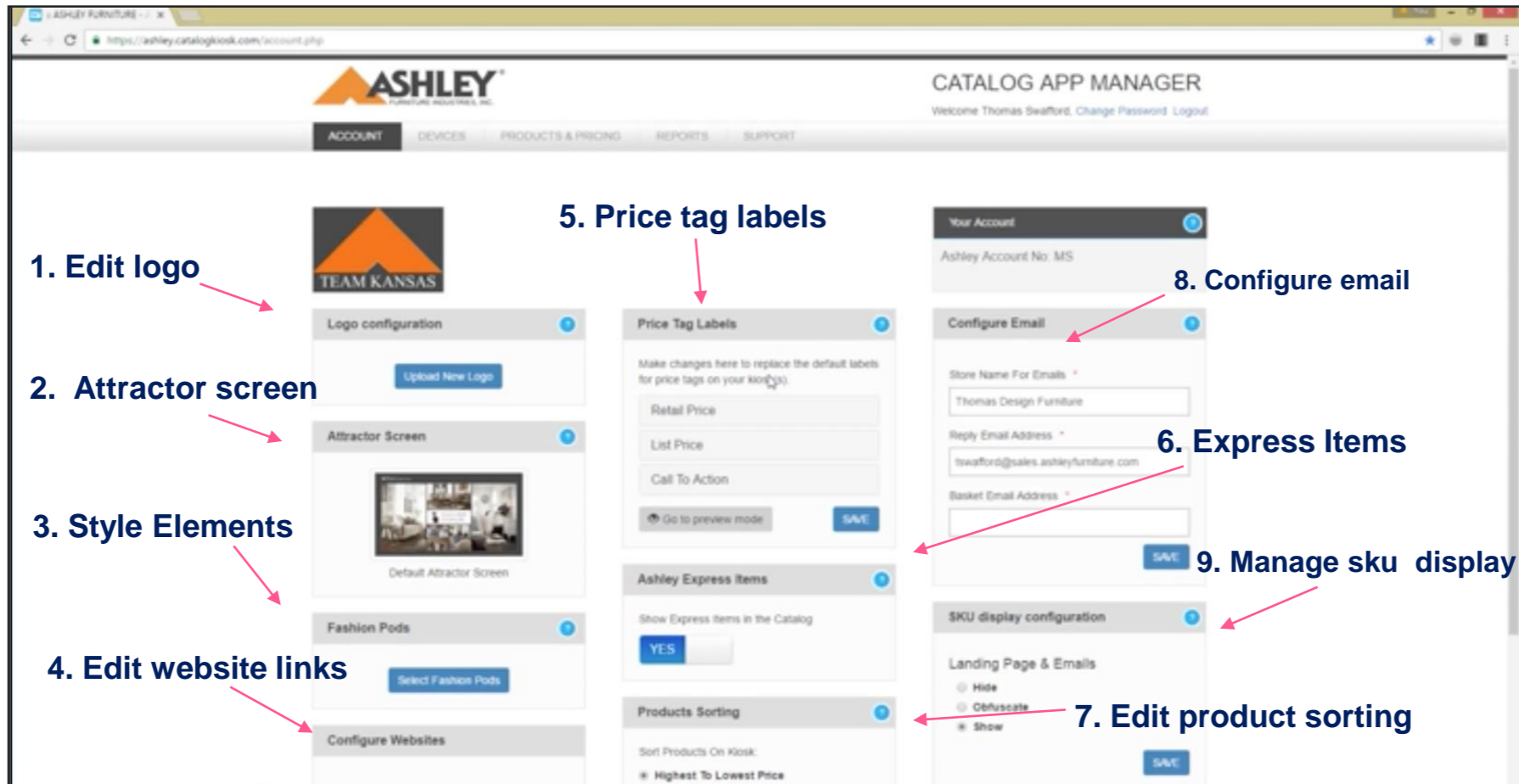
3. BUILD A TICKET

IS THE SALES ASSOCIATE USING THE KIOSK TO BUILD THE TICKET?

Use the technology to capture your customer's contact information and what product they're interested in. For the people who don't buy you will now have a line of communication to follow up/re-market through. For the customers who do buy, find out what their next category of purchase will be or send them add on suggestions.

Link to corresponding YouTube video:
https://youtu.be/Dgd_ucQXFLU

Account tab



4. CATALOG APP MANAGER

THE CATALOG APP MANAGER IS WHERE YOU CUSTOMIZE YOUR KIOSK. THIS IS WHERE ALL THE CHANGES TO THE KIOSK DISPLAY ARE MADE AND IT IS VERY IMPORTANT THAT YOU AND YOUR DEALERS KNOW HOW TO ACCESS THE SITE AND HOW TO USE IT. ONLINE GO TO WWW.ASHLEY.CATALOGKIOSK.COM AND LOGON WITH THE USERNAME AND PASSWORD PROVIDED BY WONDERSIGN. IF YOU DO NOT KNOW THE LOGON CREDENTIALS CONTACT WONDERSIGN SUPPORT AT SUPPORT@CATALOGKIOSK.COM. ONCE LOGGED ON YOU'LL BE TAKEN TO THE HOME, OR "ACCOUNT" SCREEN. FROM THE HOME SCREEN YOU CAN DO THE FOLLOWING:

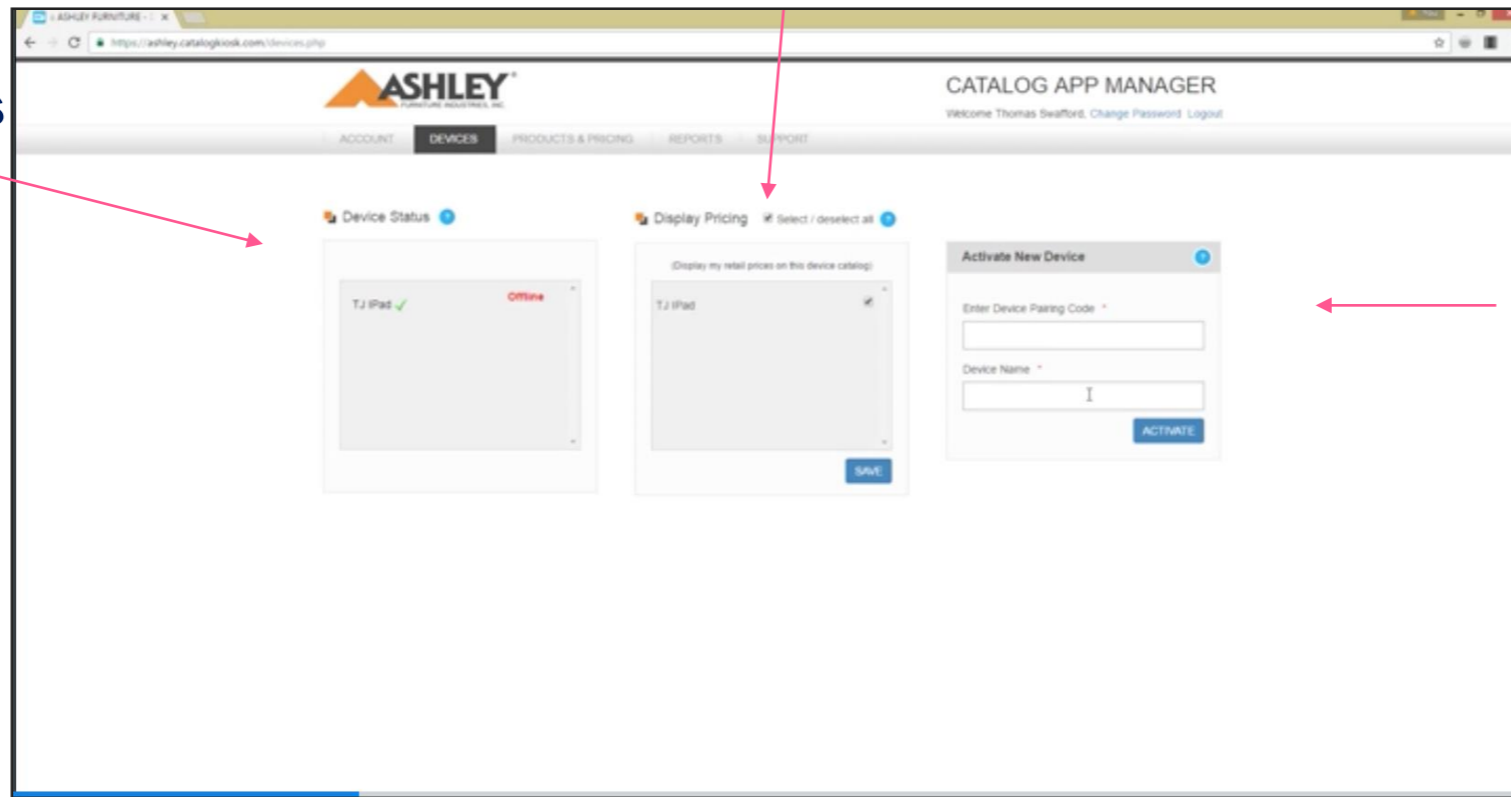
1. LOGO: ADD DEALER LOGO
2. ATTRACTOR SCREEN: CUSTOMIZED IDLE SCREEN
3. STYLE ELEMENTS PODS: ADD STYLE ELEMENT LOGOS AND THEIR ASSOCIATED CATALOGS. YOU CAN ADD UP TO THREE.
4. WEBSITE LINKS: DEALER CAN ADD ANY WEBSITE BUT MOST OFTEN THEY USE THEIR OWN OR A FINANCING COMPANY
5. TAG LABELS: CHANGE TO RETAIL, ADD A LIST PRICE, OR ADD A CALL TO ACTION
6. ASHLEY EXPRESS ITEMS: IDENTIFY ITEMS THAT QUALIFY FOR EXPRESS SHIPPING
7. EDIT HOW PRODUCTS ARE SORTED: PRICE HIGH TO LOW, LOW TO HIGH, OR ALPHABETICALLY
8. CONFIGURE EMAIL : EDIT WHAT EMAIL ADDRESS RECEIVES INQUIRIES AND BASKET CONTENTS
9. MANAGE SKU# DISPLAY: SHOW, OBFUSCATE, OR HIDE SKU NUMBERS

Link to corresponding YouTube video:
<https://youtu.be/MsZbKZQbWO4>
<https://youtu.be/Xr5IY5qy0Xc>

Device tab

Display pricing

Check device status



Activate a new device

4. CATALOG APP MANAGER

THE DEVICE TAB IS WHERE YOU MANAGE THE DEVICES THAT HAVE THE CATALOG. IT SHOWS YOU THE STATUS OF THE DEVICE, GREAT FIRST STEP FOR ANY TROUBLE SHOOTING. IT ALSO ALLOWS YOU TO SHOW OR HIDE PRICING BY DEVICE, AND THIS IS WHERE YOU ADD A DEVICE.

Link to corresponding YouTube video:
<https://youtu.be/MsZbKZQbWO4>
<https://youtu.be/Xr5lY5qy0Xc>

Products & Pricing tab

To set list price (MSRP) for the entire catalog enter multiplier here

To set retail pricing for the entire catalog input retail multiplier here.

Round to final price

Edit retail and list pricing by category

Products	Landed Cost	Retail Pricing		List Pricing		Show
		Retail Multiplier	Retail Price	List Multiplier	List Price	
Accessories	-	<input type="text"/>	⊞ -	<input type="text"/>	⊞ -	⊞
Bedroom	-	<input type="text"/>	⊞ -	<input type="text"/>	⊞ -	⊞
Dining Room	-	<input type="text"/>	⊞ -	<input type="text"/>	⊞ -	⊞
Home Entertainment	-	<input type="text"/>	⊞ -	<input type="text"/>	⊞ -	⊞
Home Office	-	<input type="text"/>	⊞ -	<input type="text"/>	⊞ -	⊞
Kids Furniture	-	<input type="text"/>	⊞ -	<input type="text"/>	⊞ -	⊞
Living Room	-	<input type="text"/>	⊞ -	<input type="text"/>	⊞ -	⊞
Mattresses	-	<input type="text"/>	⊞ -	<input type="text"/>	⊞ -	⊞

You can show or hide retail and list pricing by category here.

4. CATALOG APP MANAGER

FROM THE PRODUCTS AND PRICING TAB YOU CAN EDIT THE RETAIL PRICING FOR YOUR CATALOG DISPLAY. TO SET RETAIL PRICING ADD A MULTIPLIER TO COST AND APPLY. YOU CAN ROUND UP OR DOWN TO HIT THE PRICE OF YOUR CHOOSING. LIST PRICE IS SIMILAR TO MSRP AND IF YOU CHOOSE TO ADD THIS TO YOUR PRICING DISPLAY THIS IS WHERE YOU SET IT. YOU CAN SET THESE PRICES FOR THE ENTIRE CATALOG AT ONCE, OR YOU CAN DO CATEGORIES INDIVIDUALLY IF THEY NEED TO BE CUSTOMIZED.

Link to corresponding YouTube video:
<https://youtu.be/MsZbKZQbWO4>
<https://youtu.be/Xr5lY5qy0Xc>

Reports tab

Filter by dates sent

Export information

Filter by message type

Message type and date sent

Type	Date and time	Recipient	SKU	Product Name
Text message	12/04/2016 03:16:45 PM	13142257588	T881-1	Parlane - Brown/Black - Rectangular Cocktail Table
Text message	12/02/2016 04:58:47 PM	13142257588	2870155/77/99/17/22/T873-1/T873-2	Wilcot - Linen - LAF Loveseat, Wedge, Armless Sofa, RAF Corner Chaise, Accent Chair, Rectangular Cocktail Table & Square End Table
Text message	12/02/2016 03:33:45 PM	13142257588	79700/18/35	Hodan - Marble - Sofa Chaise & Loveseat

Item information

Recipient

4. CATALOG APP MANAGER

WHEN A CUSTOMER SHARES PRODUCT INFORMATION FROM THE KIOSK THE REPORTS TAB IS WHERE THE RELEVANT INFORMATION IS STORED. YOU WILL SEE HOW IT WAS SHARED, VIA TEXT OR EMAIL, WHEN IT WAS SENT, TO WHOM, AND WHAT PRODUCT. YOU CAN FILTER SEARCH RESULTS BY METHOD SENT OR BY DATES. YOU CAN ALSO EXPORT THE INFORMATION TO CSV OR EXCEL. SALES ASSOCIATES SHOULD REGULARLY USE THIS INFORMATION TO FOLLOW UP WITH CUSTOMERS.

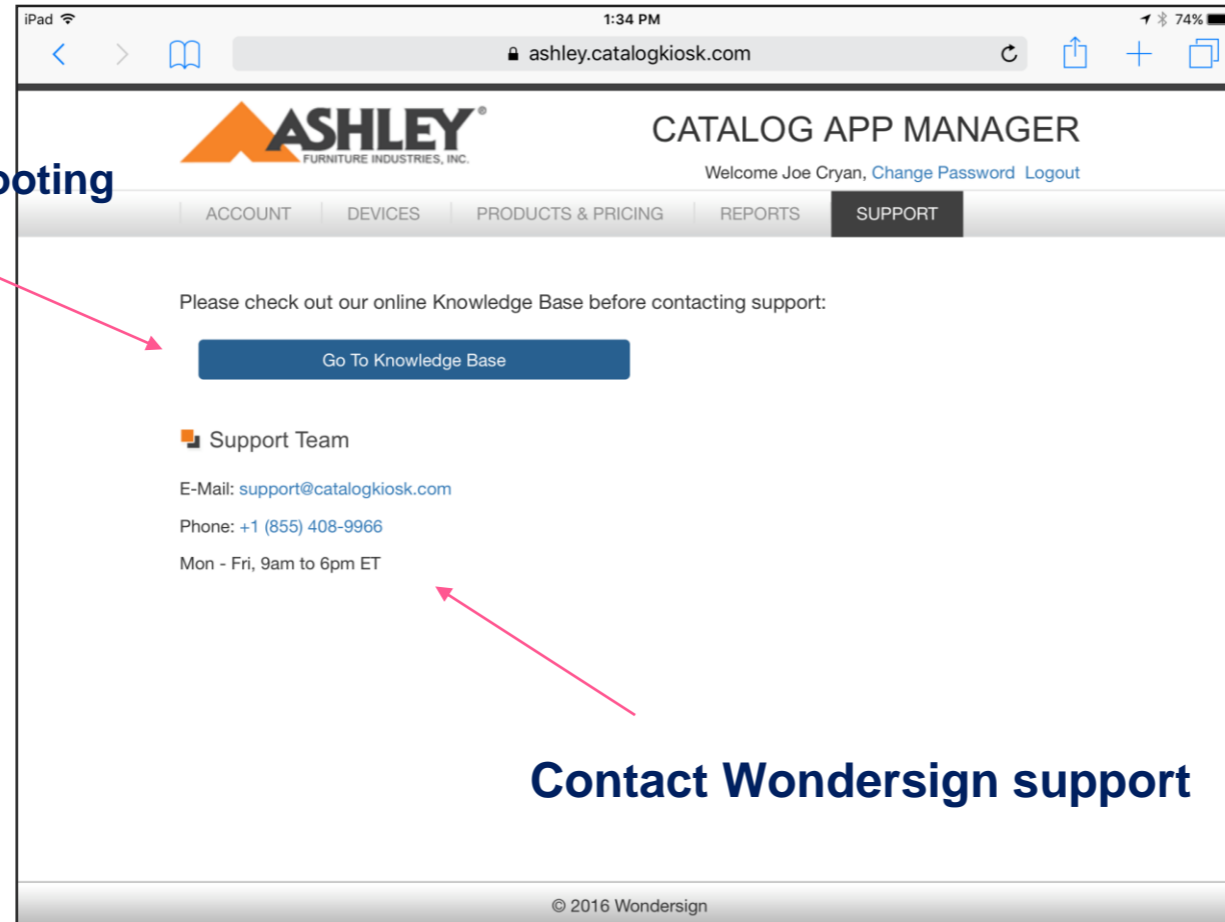
Link to corresponding YouTube video:

<https://youtu.be/MsZbKZQbWO4>

<https://youtu.be/Xr5lY5qy0Xc>

Support tab

Tutorials, FAQ's & Troubleshooting



4. CATALOG APP MANAGER

THE SUPPORT TAB GIVE ACCESS TO THEIR KNOWLEDGE BASE WHICH INCLUDES HOW TO TUTORIALS, FAQ'S, AND TROUBLESHOOTING. A LOT OF GREAT INFO THERE. YOU WILL ALSO FIND THE DIFFERENT WAYS TO CONTACT CUSTOMER SUPPORT.

Link to corresponding YouTube video:
<https://youtu.be/MsZbKZQbWO4>
<https://youtu.be/Xr5lY5qy0Xc>