

Mapping Display Excellence: Prime-Net's Partnership with Garmin for Interactive Retail Solutions

At a glance

Garmin, a pioneer in consumer technology, provides customers with an immersive shopping experience through interactive in-store displays. These displays, housing functional Garmin products, allow customers to engage directly with the merchandise. However, maintaining and updating these sophisticated displays posed a unique set of challenges.



8 PROVINCES



47 LOCATIONS



700+ DISPLAYS



Technology Deployment



www.prime-net.net



Flowery Branch Ga

CHALLENGE



Garmin's interactive displays were subject to the inevitability of wear and tear, with parts, functional units, item cards, and media components frequently needing attention. Additionally, to ensure the continued relevance of the displays, the devices and models on show had to be updated periodically. This required a partner with technical expertise in managing and maintaining connected devices on a large scale.

SOLUTION



With a comprehensive strategy tailored to Garmin's specific needs, Prime-Net dispatched a skilled team of technicians across the Canada. These experts not only repaired and updated the displays but also ensured the interactive units functioned correctly. They meticulously cleaned and reorganized the displays and gathered critical data for future upgrades, ensuring the continuous interaction between customers and Garmin's products.



Interactive



Nationwide



Optimization

BENEFITS



1

Resources

Prime-Net's precise and site-specific data collection enabled cost-effective repairs and maintenance, saving resources for Garmin.

2

Customer Experience

The team's meticulous and thorough work ensured Garmin's interactive displays always functioned optimally, providing an immersive customer experience.

3

Reliability

Prime-Net's collected data helped facilitate efficient future updates, allowing Garmin to keep its displays current and attractive, showcasing the latest products to customers.