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## Chargeitspot phone charging stations

If you've ever had your cell phone without battery while you're out and about, you know what a huge hassle it can be. It is a fairly common problem for mobile consumers. But now, there is a business that is looking to solve this problem. Public Phone Charging StationsChargeItSpot is a telephone charging station that retail stores and other businesses can set up in their locations. When customers visit and need to charge their devices, they can simply enter some security options and then charge their devices while they buy. This solution solves the battery issue for consumers. But it also allows companies to add value for their customers, increasing the likelihood that they will make purchases and have a positive experience. It's a win for both sides. This business model can also serve as a great example for other entrepreneurs. ChargeItSpot focuses on solving a simple problem. It might seem small to some. But it is something that affects a good number of people. So next time you come up with an idea for your small business, think about how you can provide a solution like this – something really simple that solves a common problem. You might be able to come up with something that is a victory for everyone involved. Picture: Chargeitspot.com ChargeItSpot® works with some of the world's largest brands to provide free and secure mobile phone charging to consumers. Our state-of-the-art phone charging stations are empirically demonstrated to lift sales, foot traffic and customer affinity. Contact us ours is the age of online shopping. This year, Black Friday internet sales jumped 28 percent over the past year as consumers spent \$3.7 billion online. In fact, many shoppers abandoned desktops and tablets for their online purchases, turning to their phones instead. The trend is not new: retail brands have been adjusting their strategies for years, expanding their online presences and capabilities and adopting internet-influenced tactics such as mobile in-store checkout and car collection in their brick-and-mortar stores. As it becomes increasingly clear that on-site retailers will continue to fight the behemoth it is buying online, they will do everything they can to get (and keep) consumers inside their stores. A pop-up method: providing phone chargers. Ticket offices that charge phones are popping up in more and more stores in hopes of attracting consumers who can't bear the idea of a dead battery. Last year, Target installed ChargeItSpot machines in nearly 200 locations in the United States. Machines charge buyers' phones in a way that while insuring them. A target representative says ChargeItSpot is especially popular in urban areas, where people are coming to stores on foot and therefore can't charge their phones while driving to the store. Since we started offering these kiosks in 2017, guests have charged their phones hundreds of thousands of times, says Target representative Jacqueline DeBuse. ChargeItSpot recently commissioned White paper (with the help of the Wharton School, Helios Analytics, and consumer research company GfK) on how its availability in retail stores affects the consumer experience. He studied the reactions of buyers using ChargeItSpot versus those who encountered stations that were already full. Shoppers who inhabit more time in the store (and without their phones serving as a distraction) should also increase purchase consideration, resulting in higher conversion rates and total payment spending, the report hypothesized. The result: Customers who bought without their phones spent more time and money in stores. The concept shares some principles with a growing movement to eliminate, or at least reduce, the use of smartphones in public spaces. The idea is that to regain some self-control and free us from our phones, we should, at times, deliver them. People need to engage in real conversation, make eye contact, and enjoy the moment without documenting it, and one way to do that is to remove their damn devices. It's a brave idea, with some challenges, that is, smartphones can also be useful. We may win the freedom of our phones, but only to offer it to retailers. On the one hand, a locked phone means that the customer can't compare the online store or check for coupons while shopping. In non-commercial spaces, however, charger stations don't necessarily release a person's purse strings as much as their attention extends. Cisco Seader works in business development for InCharged, which manufactures chargers and blockbuster solutions (among other services - including a photo booth, of course) for a variety of customers. Its most popular product is its flagship charging station, the Flex S, which is little more than a tower with strutting cords and a base for putting phones on; it's not a locker, so users are likely to be on call while charging. It is a popular model, often seen in public spaces such as airports and convention halls. Seader says that while his company caters largely to trade fairs and other events, they have also worked with music festivals, hospitals, municipal buildings, libraries, schools, as well as some retail companies. It's kind of opening in recent years, he says, adding that InCharged has been in talks with Mall of America to install its stations. Seader's anecdotal remarks echo ChargeItSpot's research: [Our customers] keep customers on site for a longer period of time, he says. It's like an excuse to stay a little longer. Ioli Macridi, research analyst at Edge by Ascential, agrees. She told me via email that only a retail space has chargers could encourage someone to make a purchase while their phone juices up, even if they weren't originally intended to. Having a battery-free phone in the middle of a shopping trip may be a reason for the buyer to leave the trip, so offering on-site charging can be an advantage, he wrote. Retail analyst Florence Wright, also with for Ascential, he says charging stations can influence people to make impulse purchases in places like airports; maybe a person had no interest in buying anything, but once the phone is plugged in and out of their hands, this key shot glass combo suddenly becomes interesting. Charging stations also make customers remember a space for the courtesy factor: it's a convenience that increases their value. You stay in their minds, because they'll remember you helped them, Seader says. As commercial spaces continue to evolve, and are increasingly liked in traditional brick-and-mortar stores and more like tableaux lifestyle-magazine, items like shippers and beyond will become increasingly important. Wright says chargers are part of experiential retail research - that is, commercial spaces that share space with or include things like coffees, salons or workstations. We are seeing the emergence of new urban convenience store concepts that aim to combine work, shopping and leisure, he says, pointing to European sites such as Carrefour Express Urban Life in Milan and Le 4 Casino in Paris. She also mentions the impulse to increase the time of inhabitation. And to compete with online shopping, the future of retail depends heavily on technology - and that, as Wright points out, means shoppers will need phones charged. The digital coupon, loyalty card applications, mobile shopping and the upcoming arrival of augmented reality options will require their users to have work phones. There is a commitment to using many of these machines, and as usual, it is customer data. Most kiosks ask optional survey questions before allowing the user to start charging, Macridi says. Information can include phone numbers or emails, sex, product preferences, and so on. This could allow the retailer to send promotional emails to users, or even collect data to recommend projects or advertise. To this end, InCharge's machines even include marketing and branding spaces for their corporate clients, a kind of two-bird-a-stone mentality. It's a double chance: You're providing great service, but also providing eyeballs to your brand, Seader says. Apart from the numerous benefits of charger facilities to retailers, the fact is that snapping up your phone while you buy might be helping people create a little, momentary distance from their devices. Without your smartphone, you can become a better consumer, but also be more present in general: freer to listen, take information and evaluate what you're doing. Let's be honest, even though they're super useful, [phones] are a huge distraction, Seader. At fairs where loaded devices are used, he says, exhibitors say consumers seem more engaged. Another option: let your phone die, or leave it at home. It's true that we're not there yet. Each ChargeItSpot station has up to eight lockers. (Photo credit: ChargeItSpot) Today's retail shoppers rely heavily on their phones even while According to Velocity research, 75% of shoppers make purchasing decisions with their phones and 90% of this group use their phones for product research and comparison. Considering how dependent shoppers have turned to their phones, it's not uncommon for devices to sometimes go out of power during a wave of purchases. A dead phone is bad for business in the past, having a phone die could cut a shopping trip short. However, charging stations in the store are emerging to change this. According to research conducted by GfK on behalf of charging station provider ChargeItSpot, in-store charging stations have a positive effect on retail sales, keeping shoppers browsing longer and spending more. The study found that being able to safely and securely top up a phone in the store increased purchase time by a factor of 2x, increased total pay by 29%, converted 54% more customers and left the shopper feeling more positive about the retailer that had provided the charging station. ChargeItSpot stations allow customers to continue shopping while their phones are recharged. If a phone is truly dead, it can take up to two hours to recharge completely, or about 1% per minute, according to the company. There is no charge for customers to use the stations, which are accessed by finding an available locker, entering their phone number (or any 10-digit number) and choosing a security image. Customers connect the phone to recharge and close the locker door, which keeps the phone secure until it is recovered by the customer using their phone number and image. Up to eight devices can be charged simultaneously. And if they go on to forget which security picture they chose, the customer can call customer service for help. The station camera is used to verify the identity of the buyer and the locker is remotely unlocked by a customer service representative. Mobile charging stations have a small footprint, but attract crowds. (Photo credit: ChargeItSpot) Successfully entering a charging station is unlikely, as the ChargeItSpot towers are made of steel. Their locks can withstand more than 1,000 pounds of strength and are certified by UL and EMC. The company likes a tank in terms of durability. Opting in Is The Price Of Usage In exchange for providing free charging of mobile devices, retailers get information about their customers. The charging station doubles as a customer acquisition tool. In other words, the mobile phone number used to protect your device during charging is shared with the retailer, which can drive out messages from buyer-oriented within 30 minutes of disconnecting the phones. Customers are also asked to complete an optional three-question survey, called QuickPoll, while they wait for the locker door to open to retrieve the phone. The questions are posed by the retailer and designed to learn more about the customer's shopping experience and preferences. As soon as the survey is complete, the retailer can see the results in real time. Although the is optional, ChargeItSpot reports a participation rate of 70-90% during its pilot with eight customers. The cost of the charging station varies depending on the number of stations a partner can commit to, as well as the data collection capabilities (for marketing purposes) they would like to integrate into the software of their stations, said ChargeItSpot CEO and founder Douglas Baldasare, who explains that the daily cost is lower than the cost of an in-store item. Neiman Marcus was an early adopter of charging stations. (Photo credit: ChargeItSpot) Winning Momentum Neiman Marcus became the first luxury retailer to install ChargeItSpot stations in its stores in 2014. Today, every Neiman Marcus location has at least one. During a December 2015 test on a Prett Cherry Hill Mall, shoppers used charging stations an average of 41 times a day for 53.5 minutes per charge. In 2015, ChargeItSpot had 150 kiosks in 18 states and Canada. Today the company announced it signed Westfield Corp. and Penguin/Perry Ellis as new customers, bringing its national coverage to 500 stations in 35 states and Canada. So far it has charged more than 2.5 million phones at a rate of about 6,000 phones charged per day at ChargeItSpot stations in North America.

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