

Customer Experience Made Easy

Brompton Bicycle

LONDON, UNITED KINGDOM



Who Are Brompton

Brompton Bicycle is the manufacturer of the iconic folding bike. They manufacture 45,000 bikes per year, selling bikes in over 1,500 stores globally (selling in 44 countries). Additionally, they have 13 Brompton Junction flagship stores, with stores in China, Japan, Barcelona, Amsterdam, Hamburg, Munich, Paris and Covent Garden London.

The Challenge

Brompton is announcing the first run of Brompton Electric bikes and expects their store will be overwhelmed with footfall from fans desperate to trial a Brompton Electric and pay a deposit to be part of the first wave release, which is forecasted for very early 2018. Commuters can only pay their deposit and register through the Brompton website, which means their team needs to have iPad devices at their fingertips to create a seamless customer experience. The LocknCharge CarryOn's are part of that customer experience, as having iPad Devices or Microsoft Surfaces centrally stored, charged and ready to use is imperative to create a slick experience to compliment the actual bike!

Deployment Plan

Devices are a critical part of improving customer interaction and creating a best-in-class customer experience at their flagship store, central London. Their goal was to find a solution that would save them time and space, while providing the charging functionality that they need for a busy retail shop. The overall goal is for customers to demo a bike, then use the iPad/ Surface to enter information and pay a deposit to ensure that they'll receive their bike in the first release.

The Solution

"We looked into a number of charging solutions before we settled on the CarryOn. We decided on the CarryOn because it gave us the flexibility to use both iPads and Microsoft Surfaces within the same secure solution. We also have limited space in the back office of our stores so the small footprint of the CarryOn was ideal."

The CarryOn provides Brompton a solution that is small, lightweight, portable and easily stored in their back office overnight. Originally, Brompton planned to simply plug mobile devices into the wall but this plan left them with concerns over potential theft. The lockable CarryOn was a simple way to deter this. Because they will be processing orders and registering customers with the mobile devices, it is imperative that they are able to have fully charged devices in the office, on the salesfloor, and in the streets where they are demoing bikes. Having the CarryOn as a central storage point allows them to pack up the devices and take them anywhere they need, knowing they will be secured, charged, and ready to go.

Results on Opening Day

"LocknCharge helped facilitate 20+ customers coming in for a demo ride and has helped enormously with supporting the customer experience we strive for"
- Lorne Vary

