

# Argos Case Study

Our end-to-end service helps Argos optimise their customers' in-store digital shopping experience!

Following the consumer-driven trend of aligning the in-store and digital shopping experience, Sigma have been appointed to support Argos with the roll-out of a new initiative.



## Overview

We're implementing Argos' latest digital browsing and payment equipment; helping customers to find what they want more quickly and speed up the transaction process.

This project will see Sigma produce a range of bespoke housings for Argos' interactive product browsing and payment devices within both the UK and the Far East.

Utilising our production, project management, electrical and digital know-how, our team will source the equipment, consolidate it centrally within the UK and undertake the subsequent installation and electrical implementation across Argos' stores, over the next two years.

**Client:** Argos

**Worked with since:** 2015

**Projects delivered:** Appointed sole supplier for Argos, responsible for sourcing & installing fixtures over a 2 year roll-out programme

**Teams:** Sigma Installation and Sigma M&E

**Project location:** Nationwide



## Our Work

- ✓ Fixture and Component sourcing - UK & Far East
- ✓ Consolidation of equipment from multiple sources
- ✓ Delivery and in-store installation
- ✓ Electrical integration, setup and testing
- ✓ 2 year rollout programme