



National Wireless Retailer Strengthens Brand Consistency Through Digital Store Execution



THE CHALLENGES

- **Complex Retail Network:** HQ struggled to manage hundreds of fixtures, promos, and variations.
- **Brand Consistency Risks:** Inconsistent messages and delayed launches threatened customer trust.
- **Inconsistent Execution:** Field teams struggled with campaign speed and location consistency.
- **Limited Visibility:** HQ lacked a unified view of what was happening in Authorized Retailers.
- **Delayed Promotions:** Locations received generic plans, resulting in inaccurate and late execution.
- **Scaling Campaign Volume:** HQ couldn't increase promotion volume without adding complexity.

THE SOLUTION

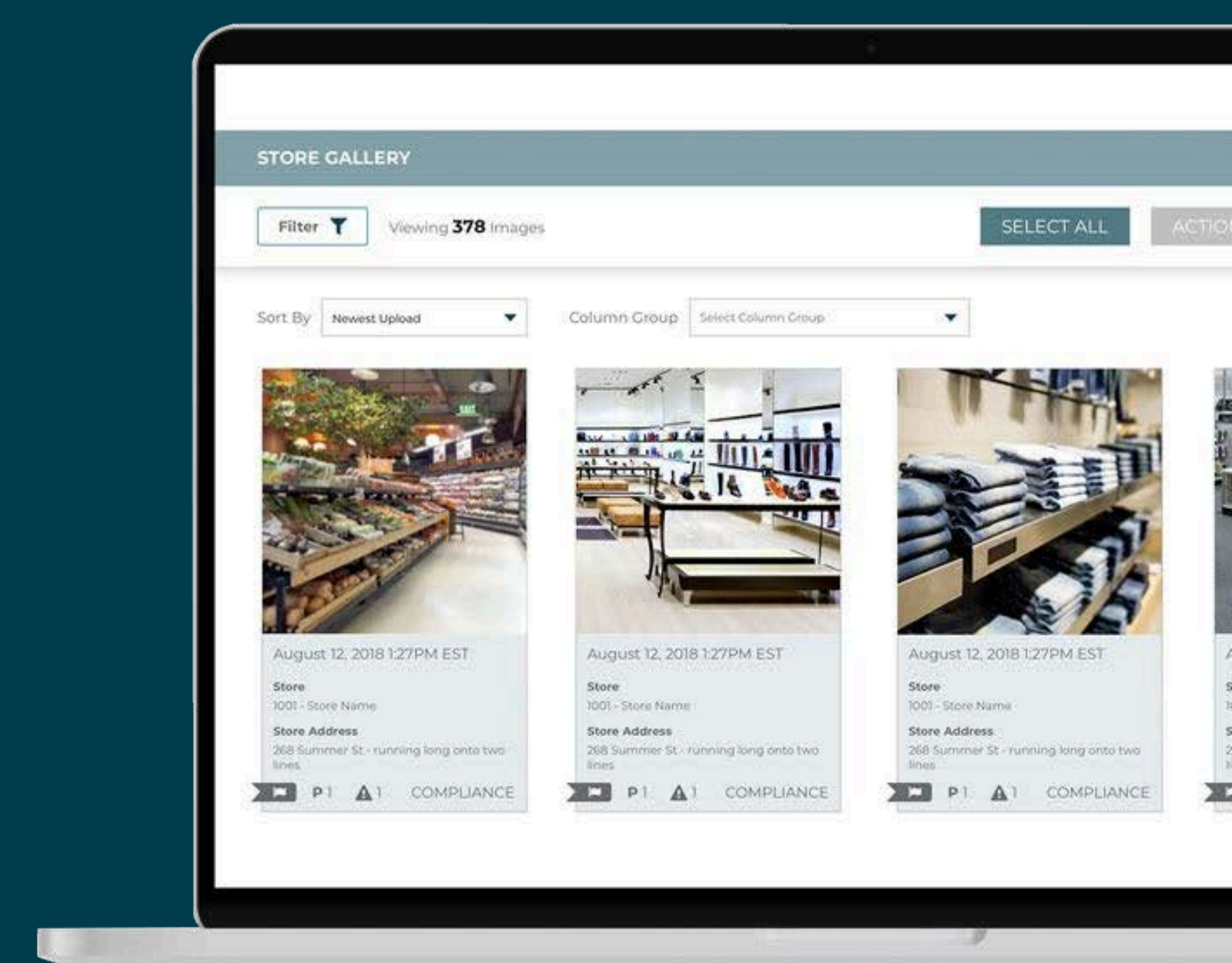
A Visual Merchandising Platform that Drives Consistency

100% Digital Store Plans: Across 4,000+ stores, every location receives visual direction reflecting their unique footprint.

Faster Execution, Fewer Delays: Digitized campaigns achieve **8% lift in 48-hour compliance**, adding selling days.

Improved Campaign Accuracy and Store Accountability: Stores build stronger consumer confidence with an additional **1% rise in overall compliance**.

Associate Engagement That Drives Performance: With over 11,000 sessions per month from store teams and a 6% increase in logins, **associates are more engaged than ever**.



THE RESULTS

By uniting precision planning with agile execution, the telecommunications retailer has achieved:

- ✓ **Consistent messaging across all retail locations**, so every customer sees the same message, every time
- ✓ **Over 20 national campaigns launched** in 2025
- ✓ **Greater engagement across all user roles**, driving organizational adoption of digital tools
- ✓ **A single source of truth** that connects sales, distribution, and supply chain teams through shared fixture and device data

Why It Matters:

In the telecommunications industry, where offers change weekly and competition is fierce, brand trust isn't just an operational achievement.

87% of shoppers say they'll pay more for brands they trust, proving that consistency is a growth strategy.

LOOKING AHEAD

The next phase of the partnership will focus on:

- Simplifying execution workflows through the new AI-powered **Store Assistant**
- Automating compliance checks with **Image IQ**
- Leveraging **Insights** to benchmark performance and drive accountability across Authorized Retailers

By collaborating with One Door, the retailer will keep building a community-driven, customer-centered retail model grounded in brand integrity and operational excellence.



SIMPLIFY AND SCALE BRAND CONSISTENCY

Ready to deliver seamless store experiences? [Book a demo](#) to see how One Door helps retailers streamline execution, accelerate campaign readiness, and strengthen brand equity at every location.