



Archer Electrical

CASE STUDY/RETAIL/ 054 AUG 2014

CLIENT: VODAFONE
 LOCATION: Newbury
 DESCRIPTION: Full Electrical Installation
 DATE: August 2014

We are pleased to be undertaking electrical works for Vodafone's expansion plans as they are about to open a whole load of extra stores up and down the UK, increasing from 357 stores to over 500.

That sounds great, but adding stores is only half the story here. As with this refurbished store in Vodafone's HQ, Newbury some serious changes were made to Vodafone's systems and in-store facilities, cleverly linking the online and in-store experience to the high street.

New sections are added to this new concept store, like Red Box, which transfers your content and contacts to your new device. A 'walk-out working' process where the customer is taken through a tutorial of their device and get it up and working before they leave. The Kids Zone helps parents achieve what they came in to do quicker and easier, by providing children with a safe area to have fun in – phones and tablets pre-loaded with age-appropriate apps and games to keep the kids busy.

Testimonial:
 What the client said:

"This project was near to Vodafone HQ and as such required a good deal of attention to detail. Archer Electrical conducted their works professionally and to a very high standard, something we are used to when employing them for our electrical works."

Steve Lancake
 Project Manager - A Pollick Ltd

