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Selected launches in-store ordering with Touchtech Vendo

Selected is the third BESTSELLER brand to go live with Touchtech Vendo, the in-store ordering solution. Stores in Denmark have been equipped with large format touch screens where consumers can browse and order from the full range of products and stock available in Selected's ecommerce warehouse.

More importantly in-store ordering possibilities enables Selected to rethinking the in-store shopping experience.

Amit Bendtsen Sharma, Head of Business Development at BESTSELLER, comments on how Selected created a service-oriented retail experience:

"We are excited to continue our roll-out of InStore Ordering in order to provide our consumers with the right level of convenience and service. InStore Ordering allows us to offer the entire product range to all of our consumers across markets. This is part of what we want to achieve with Connected Commerce. We are constantly pursuing new ways to create value for our consumers and InStore Ordering has become a proven way to achieve this."

För ytterligare information, vänligen kontakta

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Om Touchtech

At Touchtech, we have a mission: to solve retail's challenges with products that delight and inspire. As the company behind the market leading and ground-breaking Endless-Aisle software products — Vendo, Digital Venue and Lima — we enable retailers around the world to digitalize their retail workflows using interactive solutions. From car dealerships to retail stores, pop-up concepts to B2B-showrooms, our products are extending what's possible when integrating online with offline, delivering on the promise to increase sales, profitability and enrich customer experience in physical spaces.