



PHOSPHOR ESSENCE
design · build · manage

Case Study

Moore Wilson's

Client: Moore Wilson's Ltd

moore wilson's
since 1918



Pioneering self-service Customer Relationship Management.

The first retail loyalty and CRM kiosk deployment in New Zealand.

Moore Wilsons developed in-house a back end and inventory system Phosphor Essence designed and implemented the self-service front end.

The system is designed to recognize and reward individual customers based on a real-time analysis of their buying patterns.

Content management enables total flexibility in timing and nature of offers, as well as points look-up for each customer.

Technologies:

- NCR 7401, 15" touchscreen
- Barcode scanner
- K590 receipt printer

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