

Retec Interface deploys new kiosk for ASDA direct



Whilst developing and launching their new ASDA Direct concept, Retec were engaged by ASDA to rapidly deploy a kiosk enabling shoppers to shop the full range of ASDA Direct products in store. Retec produced a future proofed kiosk that was easy for ASDA to deploy and met all of the requirements for their new flag-ship stores.

The Challenge

- Allow shoppers to browse and purchase the full range of ASDA Direct products
- Deliver a simple solution that is suitable for the retail environment
- Promoting the ASDA Direct brand

The Solution

- Adapting the existing website to become suitable for the store environment
- Designing and manufacturing a customised kiosk for ASDA
- A fully interactive solution that is intuitive for shoppers

The Results

- Future proofed allowing ASDA to enhance functionality
- Simple to use for shoppers