

IN-STORE

Bergdorf Goodman enhances customer service with cell phone chargers

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Bergdorf Goodman in New York

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Department store Bergdorf Goodman is providing a new customer service in the form of a charging kiosks, allowing consumers to restore battery life to their devices while shopping.

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The new charging stations by ChargeItSpot let customers plug in a phone for free and lock it up, allowing them to go browse merchandise while they wait for more power. While ChargeItSpot's kiosks are already in retailers such as Whole Foods and Urban Outfitters, this is the first implementation in a luxury retailer, placing Bergdorf at the forefront.

Power up

ChargeItSpot holds a number of lockers that hold on to the customer's phone as they are charging. The consumer enters their mobile number and selects a security image, and the door opens, allowing them to plug into cords for Apple, Windows or Android devices.



ChargeItSpot kiosks at Bergdorf Goodman

For stores with ChargeItSpot, consumers stay twice as much time in store, and they spend 29 percent more on their purchases.

It can also drive traffic, since users can download a ChargeItSpot mobile application to see which locations near them have kiosks.

Through the charging station, retailers can also message consumers, whether displaying new products on the kiosk's touch screen or sending an SMS message

Embedded Video: [//player.vimeo.com/video/112281646?title=0&byline=0&portrait=0](http://player.vimeo.com/video/112281646?title=0&byline=0&portrait=0)

ChargeItSpot - The Free and Secure Phone Charging Solution

Bergdorf has previously presented itself as a spot to recharge. Immediately after Hurricane Sandy hit, Bergdorf continued to encourage consumers to stop by to recharge electronics and use its wireless Internet via Twitter and Facebook ([see story](#)).

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