

SPRINT: Based in Overland Park, Kansas, the fourth largest cellular carrier in the United States with over 1,725 locations, has enthusiastically launched a pilot of the first truly wireless device security system.

While searching for a merchandising solution that would elevate the Sprint in-store experience over their larger competitors, Sprint deployed Sennco's Genesis Wireless®. Jessica Gomez Martinez, a Sprint Store Manager provides feedback to explain her experience with Genesis Wireless®.



"The Sennco Genesis system has definitely had a positive impact on our customers. One of the major impacts is the ability to fully hold the device in their hands and really get a "hands-on" experience of the device they are about to purchase."

"The Genesis System has given our demos and overall display a sleeker and more elevated look compared to our older, bulkier device security. The best part is the clean white, sleek look of

Genesis compared to our regular black coiled security that we normally carry. It is more appealing to the eye and just gives the whole store a more attractive, modern look."

"Since taking over this store in March of this year, we have had zero shrink of our demo devices. Genesis has also decreased the amount of demo devices that we have had to exchange due to being damaged while on display."

“There is hardly any maintenance with this system if you install it correctly – which is not hard to do. Genesis makes it so much easier to swap out devices and move devices around when there is a planogram change. Even when you do need assistance or have any questions, there is always someone you can contact either by phone, email and/or text.”

“Some of the benefits that Genesis has provided:

1. **A more customer-focused and hands-on experience for the customer when it comes to demo devices.**
2. **Store operations friendly – for example, when an alarm is triggered it is so much easier for me and the rest of the managers to shut off the alarm with the insert of a key to the main hub, instead of searching for which key goes to what box like our usual security.**
3. **The analytical data Genesis provides for each device and their usage/interactions.**
4. **More practical when executing new planogram changes.**
5. **Always easy to reach customer service and Sennco has a very hands-on team.”**

“I have had to order more components only due to additional devices being added to our display. When additional devices were added to our display, Alexandra was very helpful with any request made and followed the orders all the way through.”

“I will continue to order Sennco’s Genesis System for my stores. The Genesis system is much more secure, easier to use, and does much more than just keep our devices secured.”

