

LIVEWIRE DIGITAL

CASE STUDY | Pfaltzgraff Company



 Pfaltzgraff

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The Client

Pfaltzgraff is America's leading manufacturer and marketer of casual dinnerware and accessories for the home. As the oldest pottery maker in the United States, The Pfaltzgraff Co. grew from a modest-sized shop that once produced salt-glazed stoneware in the early 1800s to a large manufacturer that offers a full range of products and styles today.

Today, Pfaltzgraff product are sold in thousands of stores in the US, including over 70 of their own stores. Pfaltzgraff also markets high-quality stainless steel flatware, and glass beverage ware. One of the company's most important goals is to offer consumers the most complete line of accessories for its dinnerware patterns.

The Challenge

Pfaltzgraff's product offerings include a very large number of patterns, with a varying number of pieces for each pattern. Pfaltzgraff wanted a kiosk to provide a tool to store staff that would allow them to more easily help customers browse through the myriad patterns and stylebooks to match their particular piece. Often a sales clerk would need to call a toll free number and act as an intermediary between the customer and the operator at the call center.

Although their products are very popular wedding gifts, the gift registry system each Pfaltzgraff store used was largely paper-based and did not allow gift buyers in other Pfaltzgraff stores to see gift lists in the bride's home store. Pfaltzgraff wanted the ability to access their web-based gift registry system from the kiosk to eliminate these issues.

The Solution

Livewire implemented a hybrid online kiosk application that leveraged Pfaltzgraff's existing e-commerce web site to provide "virtual inventory" ordering capability to customers and salespeople in the stores. This virtual inventory system ensures that a customer will never be turned away from a purchase because their item is not in stock at a particular store. To give store personnel the proper incentive, they are credited for all sales made through their store's kiosk.

Interfaces were built to access the web site's "By Request" section, and the kiosk was equipped with a telephone handset that automatically dials into the company's call center. Pfaltzgraff's on-line gift registry kiosk is now accessible from the kiosk, and customers may print the registry on the kiosk's 8.5" thermal printer.

After its installation in late January, the pilot kiosk provided a large jump in special orders. Livewire's real-time monitoring system has allowed Pfaltzgraff management to see where their customers are spending their time and to tailor the system accordingly. Pfaltzgraff is in the process of rolling the kiosk system out to its stores and expects to have completed the deployment by 2005.

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