



CASE STUDY

SCHUTRUPS - A Century of Craftsmanship

Schutrups: Revolutionizing Retail with MagicINFO

Schutrups, a business that has been in the family for over a hundred years in the Netherlands, originated as a humble workshop focused on repairing and producing wooden shoes.

Over the years, it evolved, expanding its offerings from children's shoes to a wide range of footwear and orthopaedic services. Under the leadership of Jan Schutrups, the company grew significantly, adding a foot care department and hosting community events.

Known for its dedication to providing comfortable and pain-free walking experiences, Schutrups stands as a testament to enduring values and innovative growth in the retail industry.



A high-end walk-in closet featuring a central rotating display of various styles of shoes, including sneakers, boots, and dress shoes. The display is illuminated and surrounded by dark wood shelving units filled with more shoes. The floor is made of dark wood, and the ceiling has recessed lighting. There are green circular highlights and plus signs in the corners of the image.

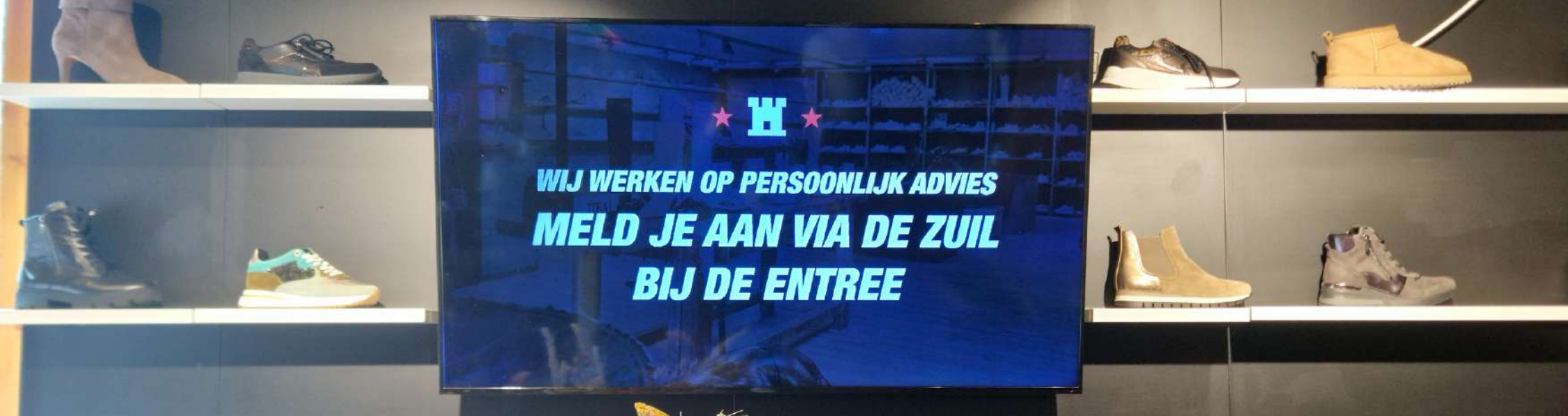
The Schutrups Narrative: Tradition Meets Innovation

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Schutrups, a century-old Dutch shoe store, specialises in custom-fit footwear. They expertly blend traditional shoe crafting with modern orthopaedic support, ensuring every customer enjoys comfort and style in their perfect shoe. Schutrups blends tradition with innovation, providing a unique, customer-focused journey to finding the ideal shoe.

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Schutrups has established its presence beyond its original store in Exloo, now partnering with several outlets across the north of the Netherlands. This expansion reflects their dedication to reaching more customers with their unique service.

Schutrups stands out due to their unique blend of traditional craftsmanship in shoemaking and extensive expertise in orthopedic, guaranteeing a perfect fit for each customer. Their focus on personalised care and comfort in footwear is unmatched, making them a distinguished name in the shoe retail industry.

The Schutrups story

The Challenge and Solution: Enhancing Customer Experience with MagicINFO

As Schutrups experienced remarkable growth, two major challenges emerged: enhancing the in-store customer experience and effectively showcasing their diverse product range. With an expanding customer base, Schutrups faced longer waiting times and the need to keep customers engaged and informed during their visit.

To address these challenges, Schutrups considered several digital signage solutions. The key was to find a technology that could seamlessly integrate into their existing setup while offering an interactive and informative customer journey. After thorough research and evaluation, Schutrups chose the MagicINFO solution provided by MagicInfo Services, drawn to its capability to enhance the in-store customer experience through dynamic digital signage.

Interactive Digital Signage Custom Solution

MagicINFO's solution enabled Schutrups to display engaging content about their latest styles and orthopedic services. Strategically placed screens throughout the store provided customers with valuable information, reducing the perceived waiting time and enriching the overall shopping experience.

Moreover, MagicInfo Services developed a custom application for Schutrups that allowed customers to view existing appointments and make new ones. This interactive system, replacing the old printed ticket method, informed customers of their turn, enhancing the waiting experience significantly.

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Why Schutrups Chose MagicInfo Services

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Schutrups, in its quest to enhance customer experience and showcase its diverse product range, conducted an extensive search for the right digital signage solution. This journey led them to MagicInfo Services, renowned for being the most experienced MagicINFO provider in Europe.

MagicInfo Services not only offered the technical solutions required by Schutrups but also created a personalised application for overseeing customer flow. Using a number-based system allowed customers to interactively see when their turn was coming, effectively managing expectations and reducing perceived wait times. This innovative solution was a testament to MagicInfo Services's ability to create bespoke digital signage solutions, perfectly aligning with Schutrups' commitment to personalised service and customer engagement.

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Personalised Content

Emphasising the local aspect of their business, MagicINFO allowed Schutrups to create tailor-made content that resonated with their community-focused ethos.

Improve Perceived Waiting Time

The custom application developed by MagicInfo Services helped Schutrups address their most pressing challenge: effectively managing incoming customers.

Engagement and Education

The digital signage provided a dual benefit – keeping customers engaged during wait times and educating them about Schutrups' unique products and services.

Ease of Scalability

As Schutrups is currently looking towards opening another store and expanding their foot care services, MagicINFO proved to be the right choice as it is a scalable solution that could grow with their business.



AANWEZIG
ONLINE AFSPRAAK

AANGEMELD
VOOR PERSOONLIJK ADVIES

The Results

The implementation of MagicINFO and the custom application for managing appointments marked a significant step forward in enhancing customer experience at Schutrups. It improved the flow of customer service, reduced wait times and kept customers informed and engaged. This modern approach to managing customer interactions not only demonstrated Schutrups' commitment to innovation and customer service but also highlighted the effectiveness of integrating tailored digital signage solutions in a traditional retail environment.

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<https://schutrups.nl/>

Your Retail Transformation with MagicINFO Services

As illustrated in this case study, the incorporation of MagicINFO into your retail strategy has the potential to transform the manner in which you engage with customers. Schutrups, with its rich history and commitment to quality, experienced a remarkable transformation in customer engagement and service efficiency through MagicINFO's digital signage solution.

At MagicInfo Services, we specialize in bringing this kind of transformation to your business. Our expertise with the MagicINFO software, combined with the potential for API integration, scalable network options, and advanced remote control management tools, makes us a leader in the field. Our team is dedicated to crafting solutions tailored to your unique retail environment. From establishing a high-class cloud environment to managing devices and data with strong monitoring and reporting capabilities, we manage everything.



Get in touch with one of our experts

Ready to level up your digital signage game? Then, schedule a meeting with our MagicINFO experts.

[SCHEDULE A MEETING](#)

