Coin chooses Webidoo Store to bring technology to its shops

Partnership kicks off, with technology islands dedicated to the most innovative products on the market

Milan 14 November 2024 - Webidoo Store, the tech experience store dedicated to innovation, broadens its horizons and, after Milan, arrives in other cities thanks to a partnership with Coin, the most widespread chain of department stores in Italy, which has chosen to expand its offer and make its spaces available to create technological islands dedicated to products with a high innovative content.

From today, in the department stores of Milan in Corso Vercelli, Verona in Via Cappello, Brescia in Corso Magenta and soon throughout Italy, starting with Treviso, Naples and Rome, it will be possible to try out and purchase the most exclusive home design, lifestyle, hi-tech, gaming and other products, selected by Webidoo Store experts.

Thanks to this collaboration, the tech retail division of Webidoo SpA takes a further step towards the fulfilment of its ambitious mission, i.e. to innovate the traditional world of sales through a model completely focused on a unique customer experience.

The experiential vocation of the tech store, in fact, also continues in this new format that envisages an increasingly widespread presence throughout Italy. Customers are assisted by shop assistants, who are on hand to illustrate products and provide new purchasing ideas, guaranteeing one-to-one consultancy for a highly personalised experience.

With its constant search for the most innovative products on the market, Webidoo Store will bring to Coin selected novelties capable of intercepting the technological needs of all target customers. The tech corners will also host events, product launches and initiatives dedicated to technology and innovation enthusiasts.

'*This partnership marks an important milestone for our project,*' says Nicola Fusco, General Manager of Webidoo Store, *'we are proud that our idea of an experience store to discover and test the most innovative products on the market has met Coin's desire to develop its technological soul. We believe that our vocation as an innovative start-up, combined with the solidity of a historic brand like Coin, will lead to something special and unprecedented'*.

'As Coin we are always looking for new ideas to offer our customers interesting shopping experiences,' says Gabriele Gulizia, General Merchandising Management Director of Coin. *'The partnership with Webidoo represents a great opportunity to expand the offer of our stores, equipping them with corners dedicated to innovation and technology. With these spaces, designed to offer a selection of cutting-edge tech products, we intend to give a new face to our shops, which will thus also be able to become a discovery point for the latest innovations in technology, which until now have been less present. I believe that this novelty will respond to a growing need of our customers and, at the same time, attract a new and curious public, eager to find something original and unexpected'.*

About Webidoo SpA

Webidoo is the award-winning martech company that realises technology and organisational solutions powered by Artificial Intelligence to simplify and accelerate the digital evolution of companies.

With its R&D activity anchored in the US, talented professionals in several countries and strong links with top research institutions and international academic organisations, Webidoo takes a global, ambitious and structured perspective.

Its portfolio includes an AI Lab offering innovation programmes for the large enterprise, digital factories to produce content and manage digital media activities on an international scale using artificial intelligence, digital export services for SMEs and proprietary technologies protected by international patents. These include Jooice, the AI-based platform that centralises the management of digital marketing activities and accompanies companies through digital transformation.

Webidoo distributes its products and services through a multi-channel strategy, involving a number of external and leading partners (Telcos, banking institutions, finance companies, digital payment companies and more) and a number of internal channels, including the Webidoo Store, a space in which to experience innovation at first hand through a selection of the world's best technology products and the possibility of trying out and purchasing Webidoo solutions such as Jooice directly. All this in a futuristic concept store totally focused on the customer experience.

Webidoo operates in the USA, Europe and the Middle East, with offices in Milan, Castellana Grotte, Tenerife, Chicago and Dubai.

www.webidoo.com
www.jooice.com
www.webidoostore.com

COIN SpA

Coin, the most widespread chain of department stores in Italy, is present throughout the country, in the most important historical centres and on the main shopping streets, with 35 direct shops and over 130 Coincasa stores in Italy and abroad. With sales of around 420 million, it has 30 million visitors and 9 million receipts issued, a portfolio of more than 1,000 brands and a sales area of around 110,000 m2, plus the Coin.it e-commerce site. Under the Coin Excelsior banner, the brand includes premium contemporary department stores in Rome Cola di Rienzo, Milan CityLife Shopping District, Milan Corso Vercelli, Trieste Corso Italia and Verona Via Cappello.

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