

## Case Study - Tramigo for consumer electronic retailers

### Jienxin Digital - Singapore.



1.30313, 103.85297

Singapore



Tramigo case file 3:

Tramigo in a retail environment.

Tramigo: Stopped, at Sim Lim Square, Downtown, Singapore, 1.30313, 103.85297, 15:11 May 19, 2009

On a brief visit to Singapore, I decided to visit Chang Kiat, a local retailer that has recently started selling Tramigo T22 units and accessories at his mobile phone shop. Among many similar shops, I instantly find his shop due to the large Tramigo sticker on the overhead board of the counter.



Mr. Chang explains the benefits of Tramigo T22 to the customer.

The mood is always good at Jienxin Digital, one of the many shops quartered next to each other in Singapore's Sim Lim Square, the place to go when on the lookout for the latest mobile phones, cameras or other tech gadgets.

"Sim Lim is a good place to be to sell gadgets", explains Mr. Chang, the sales manager of Jienxin Digital, "but we also have a lot of competition from the other shops that sell the same things as we do. Games, for example, used to sell well but have not been doing so good lately, so we decided to free up some space and try something that the others don't have - that's why we decided to try out Tramigo."

So far, Tramigo has been working well for Jienxin Digital. The first order sold out quickly and Chang is already halfway through the second order.

What's Chang's secret? - Let him educate:

Tracking devices are still a new thing to many people, so as long as you have something in your window that gives a rough idea of what the device is, people will come and ask more questions. I contacted Tramigo and got the needed materials to announce that we sell tracking devices and sales started to go up from there.

Because the device is new to people, getting sales is less about selling the unit and more about educating people on what the device is. You can easily demonstrate T22 with just your cell phone and once people grasp the idea, they start asking questions like "can I use it for this or that..."



“Tramigo is a great device for consumers here in Singapore as it is easy to use and has no monthly fees. People want to know what their children are doing with their car or track their company fleets. Although security is not a big issue here, many people also drive their cars to Malaysia where thefts are more common and because their T22’s work in both countries, they can go without worrying too much.”



Because Tramigo contains landmark data for both countries and text messages can be sent from anywhere in the world, we get a lot of customers coming from outside Singapore that want to buy a test unit here first before contacting their local distributor for larger order. Just today an old customer that runs a trucking company bought a Tramigo unit for test purposes. They already have a tracking system in place, but they find it too difficult to use with illogical text commands and replies in coordinates. “He was very interested in Tramigo the instant I showed him what a location message looks like.”

I later learn that this customer and his trucking company are in Indonesia - a region not included in the Singapore Landmark Data.

Chang explains: “Although he could have bought units directly from Indonesia, customers often want to buy a test unit first from a place that can fully explain how it works.” Local TLD can always be installed through the Tramigo Manager, so as long as you are proactive and make sure that everyone in your shop knows what the device is and how it works, you can sell Tramigo to any customer.

Jienxin Digital is open from 10 AM to 9 PM at  
No. 1 Rochor Canal Road, Sim Lim Exhibition Square Hall.  
#01-64 (S12-13) IT Square.

Tel: (65) 6336 6448

For more information about Tramigo and the T22 tracking device, please visit:  
[www.tramigo.com](http://www.tramigo.com)

