

FOTO SOURCE IS TAKING CUSTOMER SERVICE TO A WHOLE NEW LEVEL

Building upon its valued reputation for being an industry-leader in adopting new technology, the two stores located in Grimsby and Caledonia have brought online a whole new way to make finding the right camera at the right price just a little bit easier.

Foto Source recently unveiled a breakthrough web-service technology in order to help customers make informed decisions about digital cameras & accessories. This Dakis Humanized Expert takes the customer through a five-step process to determine the customer's needs and recommends the cameras that are best suitable within the customers budget.

Then, the Explanation Generator explains why a product has been high or low ranked on the recommendation page. The user then has the opportunity to use a comparison tool where the top three ranked cameras are shown in a spec to spec matrix and has the option to modify the selected products to be compared. As well, the Explanation Generator function is available to provide explanations on how a product can be compared with the two others in regard of the needs expressed.

Farley Rattray, owner of Foto Source in Grimsby and Caledonia locations, says "this new technology allows us to provide a level of professional service and expertise that is simply not available at chain stores or big box retailers".

"Early results have shown that when a customer chooses to purchase a product recommended by the Dakis Humanized Expert, they leave the store with a great sense of confidence in knowing they made a well-educated purchasing decision", said Mr. Rattray, adding the new electronic tool helps speed up the decision-making process and focuses on the most important features identified by the consumer.

Mr. Rattray said while digital photography has become mainstream there is still a lot of confusion for consumers. "There is a lot more to consider than just pixels", he notes. "Many times a customer's decision can be swayed by a salesperson's personal favourite product or possibly by a product from a chain store or big box retailer that rewards the salesperson with a higher commission. The Dakis Humanized Expert removes those biases and helps the consumer make a

buying decision based on their wants and needs".

The new technology can be accessed through a kiosk at both store locations, or can be accessed through the Foto Source website, www.fotosource.on.ca.

With Christmas just around the corner, Mr. Rattray said the Dakis technology will be a helpful tool. He said the Christmas selling season seems to get later every year and consumers are more rushed and have more options of what to



Farley Rattray demonstrates the new technology to a consumer in selecting a new digital camera.

buy and where to buy.

"We expect the Dakis system to help our customers speed through their decision making process by focusing on the features that are the most important to them. Whether its price or pixels, we've got them covered. Foto Source can provide our customers with the photographic equipment and accessories they need and get them back on the road to continue their shopping", he said.

And don't worry, if you need a helping hand to operate the Dakis system, Foto Source staff can help guide you through it and explain the terms and technology.

"We will help our customers choose the right camera and teach them how to use it. Every customer that purchases a digital camera from Foto Source gets a Free 1/2 hour training seminar to help them get the most out of their new camera purchase. The Foto Source Quick Start Digital Training Program is an invaluable service to assist our customers make the transition from film (analogue) to digital," Mr. Rattray said.

Mr. Rattray is one of the first in the province to adopt this unique e-business approach and just one of more than 20 in the country. He says it was a natural fit.

The Dakis Humanized Expert is an industry leader, just like Foto Source.

"To the best of my knowledge there is nothing else like it in our market place," he said.

He said being a leader in the industry is very important.

"Our stores provide the consumer with camera equipment and photofinishing services that are second to none. In 1997 Foto Source was one of the first independent labs in the province to offer on-site APS (Advanced Photo Systems). In 2000 Foto Source helped usher in a new era of technology and installed one of the first Fuji Frontier Digital Labs in Canada," said Mr. Rattray. "We make huge investments in our communities to offer the newest technology and provide leading-edge products and services to our customers."

Foto Source is the leading photographic buying group in Canada. Each store is independently owned and operated and can adjust their products and services mix to suit the needs of the consumers within their area, said Mr. Rattray.

They are also ready to go head-to-head against big box and chain stores to provide customers with the products they need.

"We can't control the prices or specials at other retailers, but if a customer sees a product somewhere for less just let us know. We will be more than happy to price match & and you may just be surprised to find out that we were less expensive in the first place", he said.

Foto Source is located in the Grimsby Square Plaza, on Livingston Avenue in Grimsby. They can be reached at (905) 945-3292. They also have a location at 345 Argyle Street South in Caledonia, which can be reached at (905) 765-5441.