

Lowe's Wins 2012 Store Operations Superstar Award for Innovation in Customer Engagement from Retail TouchPoints

Powered by EcoRebates Mobile/Local Incentive Management Platform, the home improvement retailer arms sales associates with dynamic in-store and online tools to help customers find locally available, rebates, offers and promotions for thousands of product SKUs

Menlo Park, CA ([PRWEB](#)) September 14, 2012 -- [EcoRebates](#), a leading provider of web and mobile local product incentive search tools for retailers and brands, today announced that [Lowe's](#), the second-largest home improvement retailer in the world with more than 1,745 stores, was named a [Retail TouchPoints 2012 Store Operations Superstar](#). The retailer was recognized with a gold award for its innovative and successful store operations in the Customer Engagement category.

Lowe's vision is to provide each customer – across any channel – with a personalized and relevant shopping experience enabled by technology. The company recognizes that today's value-conscious consumers look for product offers as a key decision point as they research and purchase home improvement products and appliances. Working with EcoRebates, Lowe's introduced its comprehensive [Rebate Center](#) online in late 2011, bringing a simplified and easy way for store associates and customers to search and access thousands of SKU-level, locally available product offers from clothes washers and water heaters to paint and power tools.

Mobile is a key piece of Lowe's efforts and a priority investment to further enhance the in-store shopping experience. The company has already deployed 42,000 iPhones with customized apps for both employees and customers. In a matter of weeks, Lowe's was able to add the Rebate Center tool, powered by EcoRebates, onto its mobile platform. The move puts these industry leading tools into the hands of the Lowe's sales associates – further enhancing their knowledge-based customer service approach – and delivering in-aisle access to this compelling and comprehensive product offer information.

“We want to help customers answer the specific questions they have when they are in one of our stores. We focused on training sales associates on the mobile app, enabling them to use the Rebate Center to advocate for customers and educate them on specific products and available offers,” said Harry Gardner, Manager Store Policy and Promotion at Lowe's. “Employee feedback through town hall meetings has been really positive.”

“We're honored to have received this recognition from Retail TouchPoints,” noted Jay Deaton, Director – Operations Support | Store Mobility at Lowe's. “Our initiative is in its early stage. We see the ability to deliver personalized, real-time product specific offers in our mobile tools as transformational to the Lowe's customer shopping experience and we will continue to enhance and measure this capability with additional exposure and expanded offers.”

Many shoppers are unaware that manufacturers, utilities and state governments offer consumer rebates and incentives for buying energy efficient and home improvement products or that multiple utility and retail incentives can be combined to maximize savings. With Lowe's Rebate Center technology, all types of offers are readily accessible at the product SKU level.

“Lowe's recognizes that ultimately its success will be measured by how they customize available technologies to empower people – both sales associates and customers – to easily find and use vast quantities of dynamic, real-time product and offer information to solve challenges and personalize purchase decisions,” noted the



Retail TouchPoints report.

“We congratulate Lowe’s on this wonderful recognition from Retail TouchPoints,” remarked Brett Battles, CEO of EcoRebates. “The Lowe’s team has a vision for transforming the shopping experience and we’re pleased to provide our product offer search tools as an important piece of that effort. Using mobile to ‘web-enable’ the store combines the depth and breadth of a dynamic product offer database with the immediacy of in-store product evaluation.”

About Lowe’s

With fiscal year 2011 sales of \$50.2 billion, Lowe’s Companies, Inc. is a FORTUNE® 100 company that serves approximately 15 million customers a week at more than 1,745 home improvement stores in the United States, Canada and Mexico. Founded in 1946 and based in Mooresville, N.C., Lowe’s is the second-largest home improvement retailer in the world. For more information, visit Lowes.com.

About EcoRebates

EcoRebates is the leading provider of web + mobile, location-based rebate and incentive search and shopping tools for retailers, brands and utilities. The client-branded tools empower consumers to save millions of dollars by offering up location and SKU based incentives, deals, rebates and promotions. The company handles more than 50 million rebate searches per month, continually tracking offer metrics for its clients. Based in Menlo Park, CA, EcoRebates was founded by internet software industry veterans Brett Battles and Nikita Tovstoles. For more information visit us at www.ecorebates.com and call 1-800-765-8093.

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Lowe's

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