

Carphone Warehouse is testing out a new store format in the UK, with two outlets in Stratford and Swindon featuring a more flexible layout allowing easy fixture and fitting updates when required.

The trial layout accommodates more change, more quickly, be it adding a smartphone range or display upcoming technologies. It also gives more prominence to accessories, a device category the retailer says is going "from strength to strength," and Carphone Warehouse's own MVNO iD Mobile carrier service.

Meanwhile customers get more room to move around and an improved consultation area complete with revamped "Geek Squad" service and repair centres. A related service is same-day repairs for problems of the cracked screen variety, currently being tested out at the Swindon store.

The retailer hopes to roll out the new store format to all 750 Carphone Warehouse outlets in the coming months, should the trials prove to be a success.

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