

A photograph of two women in a clothing store. The woman on the left, with short brown hair and wearing a light grey blazer, is holding a smartphone and looking at a digital tag attached to a grey tank top. The woman on the right, with long blonde hair and wearing a teal long-sleeved shirt, is also looking at the tag. They are standing in front of a rack of clothing. To the left, there is a pink tank top and several other items. To the right, there are more racks of clothing, including white and dark-colored items. In the background, there is a wooden shelf with a potted plant and a silver water bottle.

Digitalize front Line workers



Challenge

Digitalization is transforming the way we work, and companies are facing new challenges. As the customer instore experience is changing, companies need an instrument to help their sales rep to boost their productivity, to accelerate their selling performances and to sell smarter by building trusted relationship with customers and by being proactive.

Solution

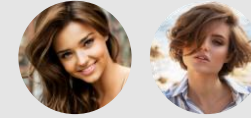
Power Platform offers an easy, rapid and effective way to build solutions in few days, to address the need of having more effective sales rep instore.

Results

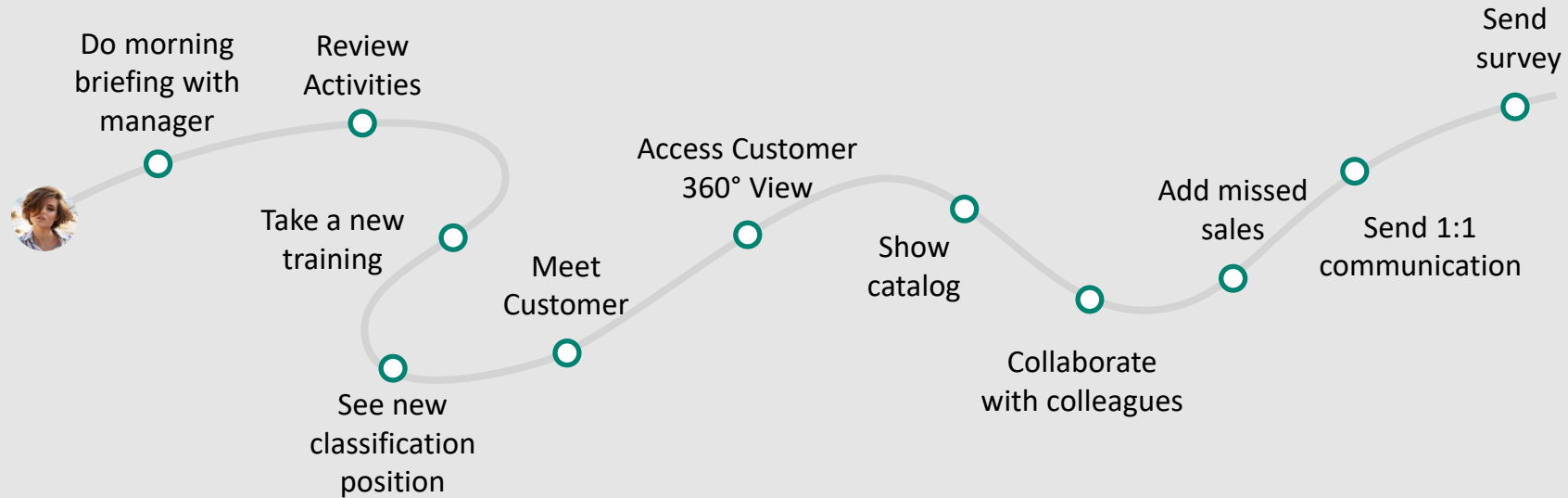
Solutions based on Power Platform templates can give the opportunity

- to sales rep: to manage their daily tasks, to train their self, to have a 360° view over customers, to send 1:1 communications, to see products and inventory availability, to get help from colleagues and much more
- to sales managers: to easily manage the needed back office processes

Use Case



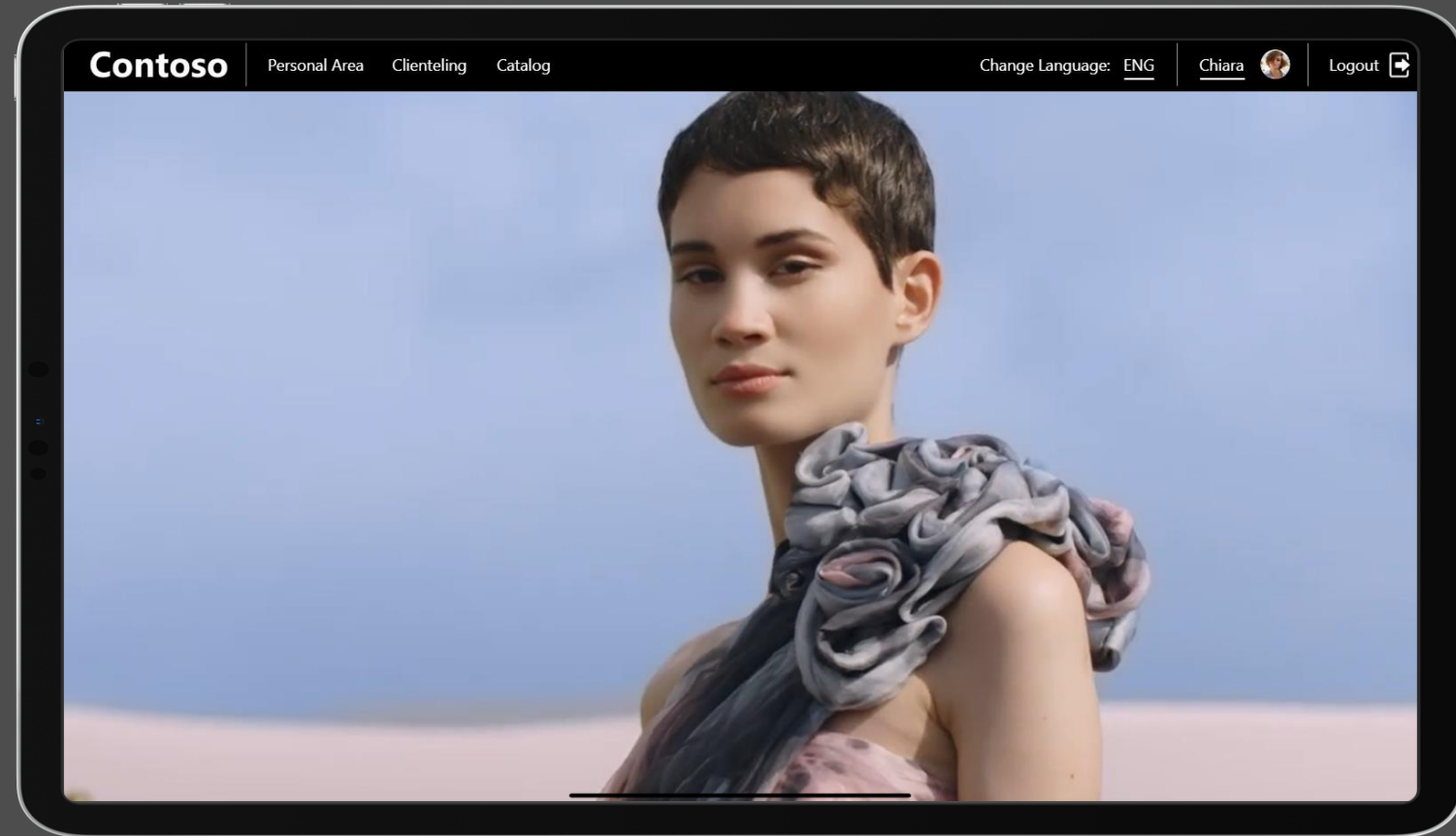
Description: Chiara, the sales rep, manages her daily activities, train herself, meets Andrea a high spender customer and uses teams to make the customer experience the best possible.



Home Page

Users will have a summary home page where they will be able to access the following sections:

- Personal Area
- Clienteling
- Catalog



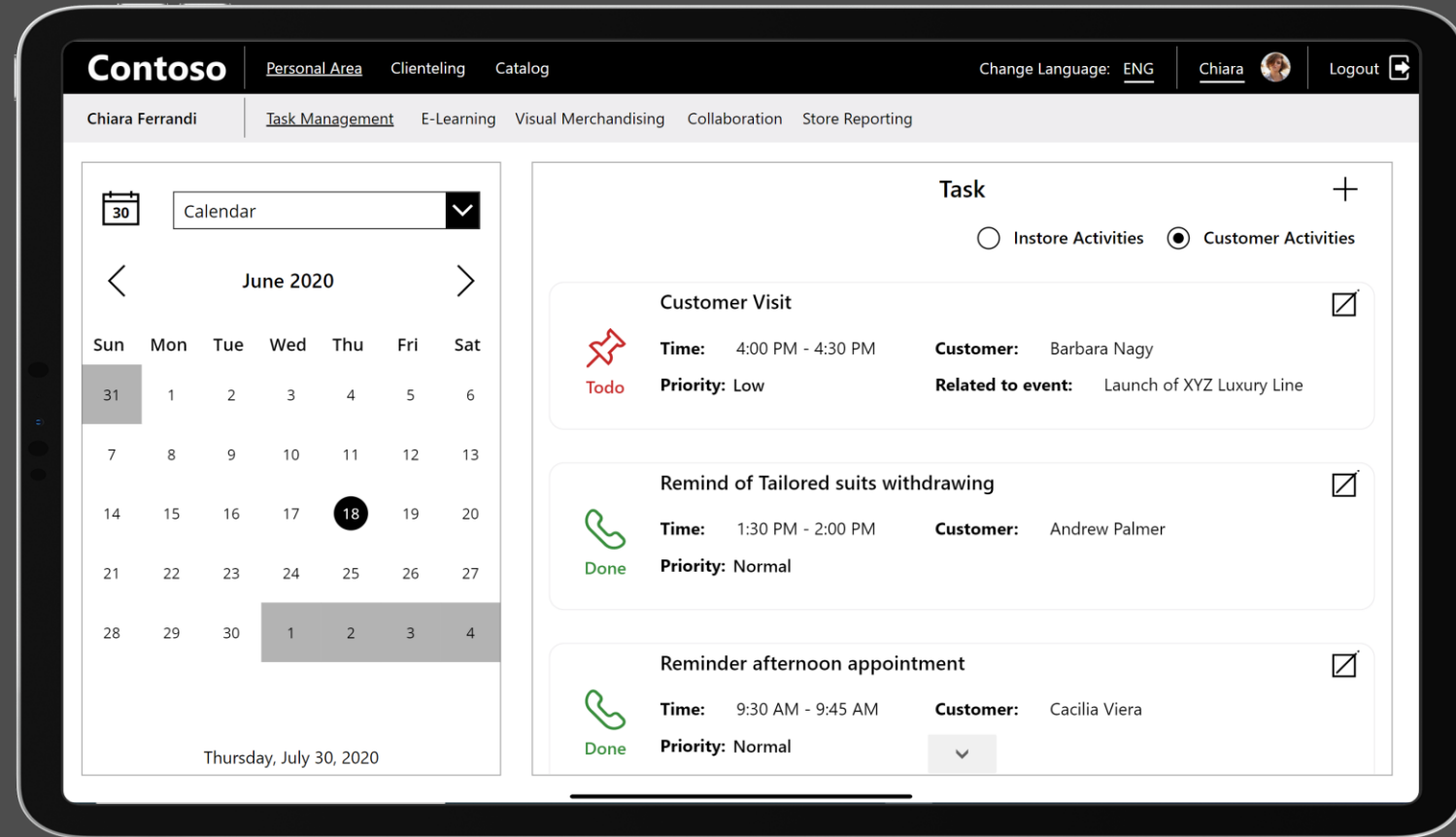
Personal Area

The personal area enables a user to access different features:

- Task Management
- E-learning
- Visual Merchandising
- Collaboration
- Store Reporting

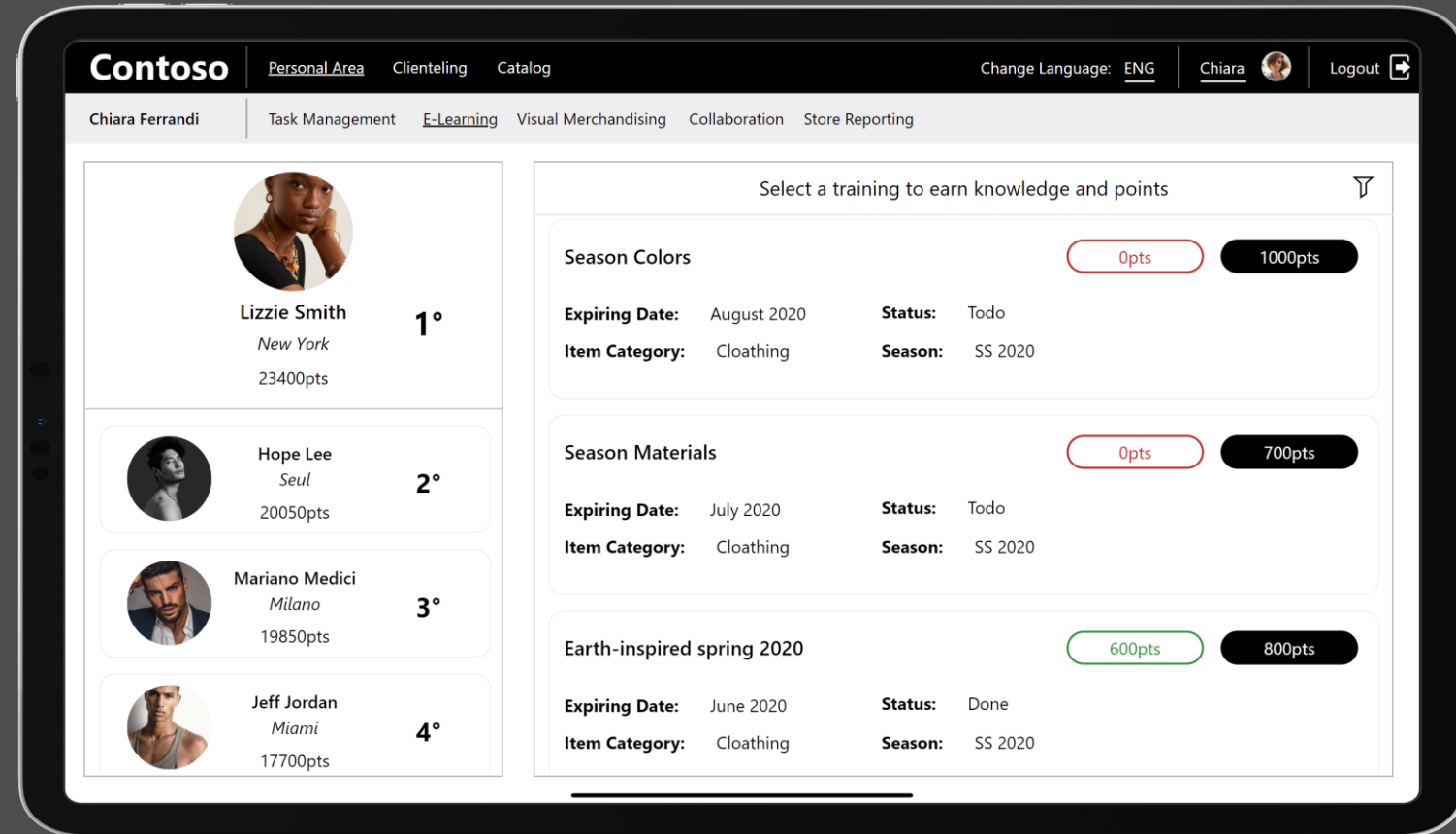
Within Task Management, user will be able to:

- See activities, divided between Customer and Instore activities
- See activities' details
- Change activities' status and add notes
- Add new activities



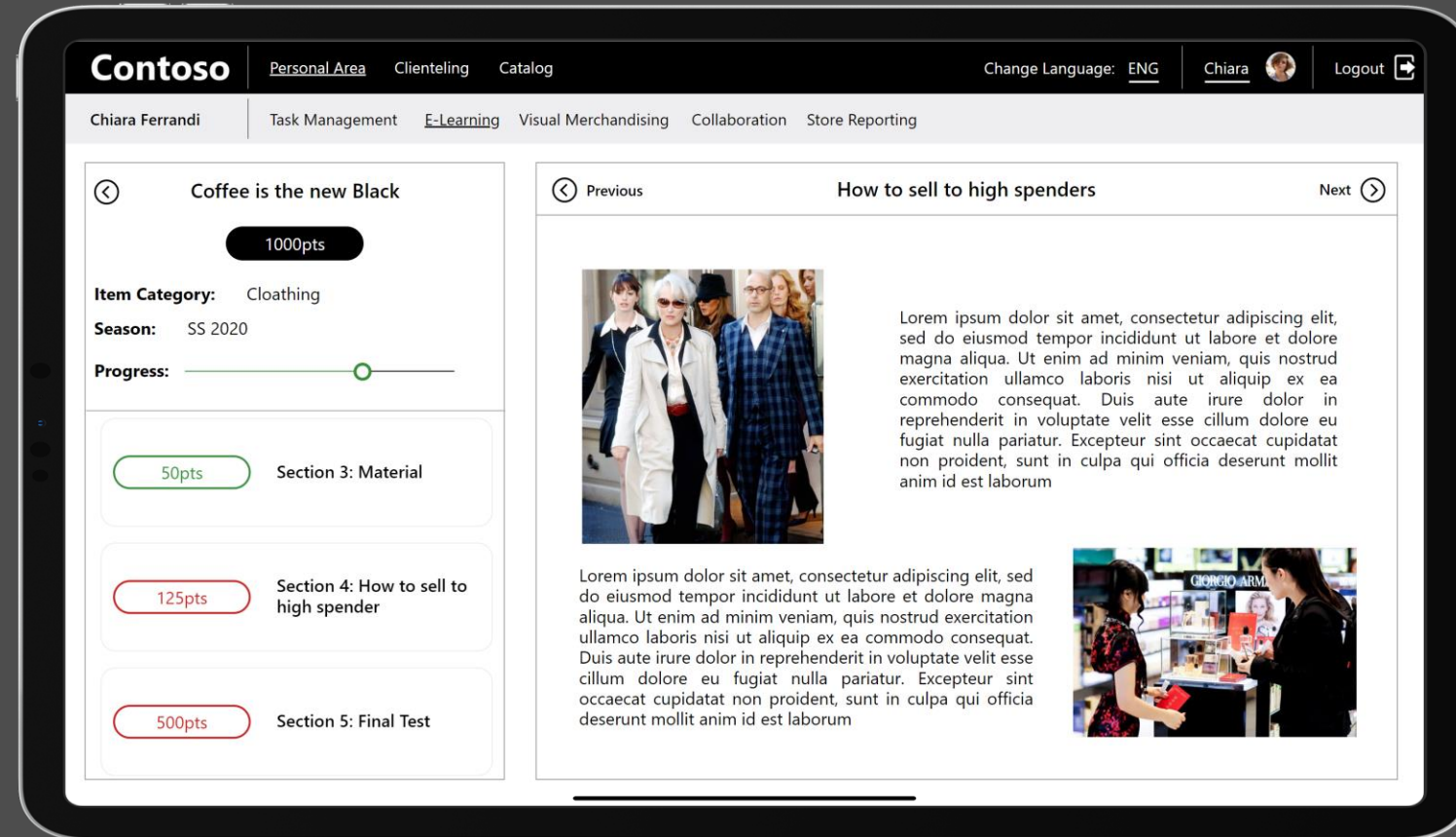
E-learning

The E-learning concept is here associated to the concept of Gamification. A user can take trainings with final evaluation tests and get points to scale up into the classification.



E-learning

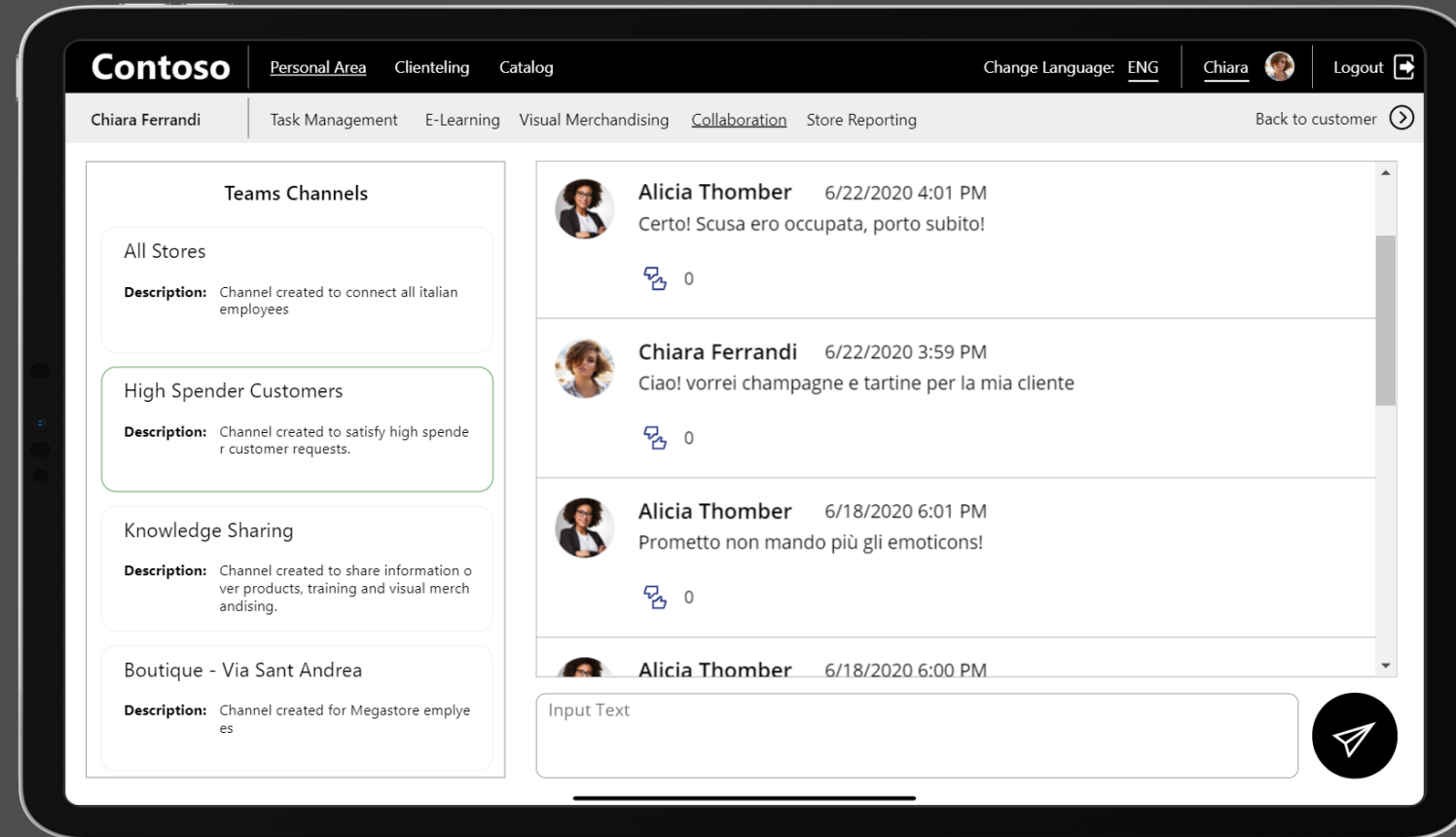
Trainings can also contain multimedia elements such as images and video and can have interactive knowledge evaluation tests.



Collaboration

Thanks to the integration with our collaboration platform **Teams**, users will be able to access different channels for different needs and they'll be able to:

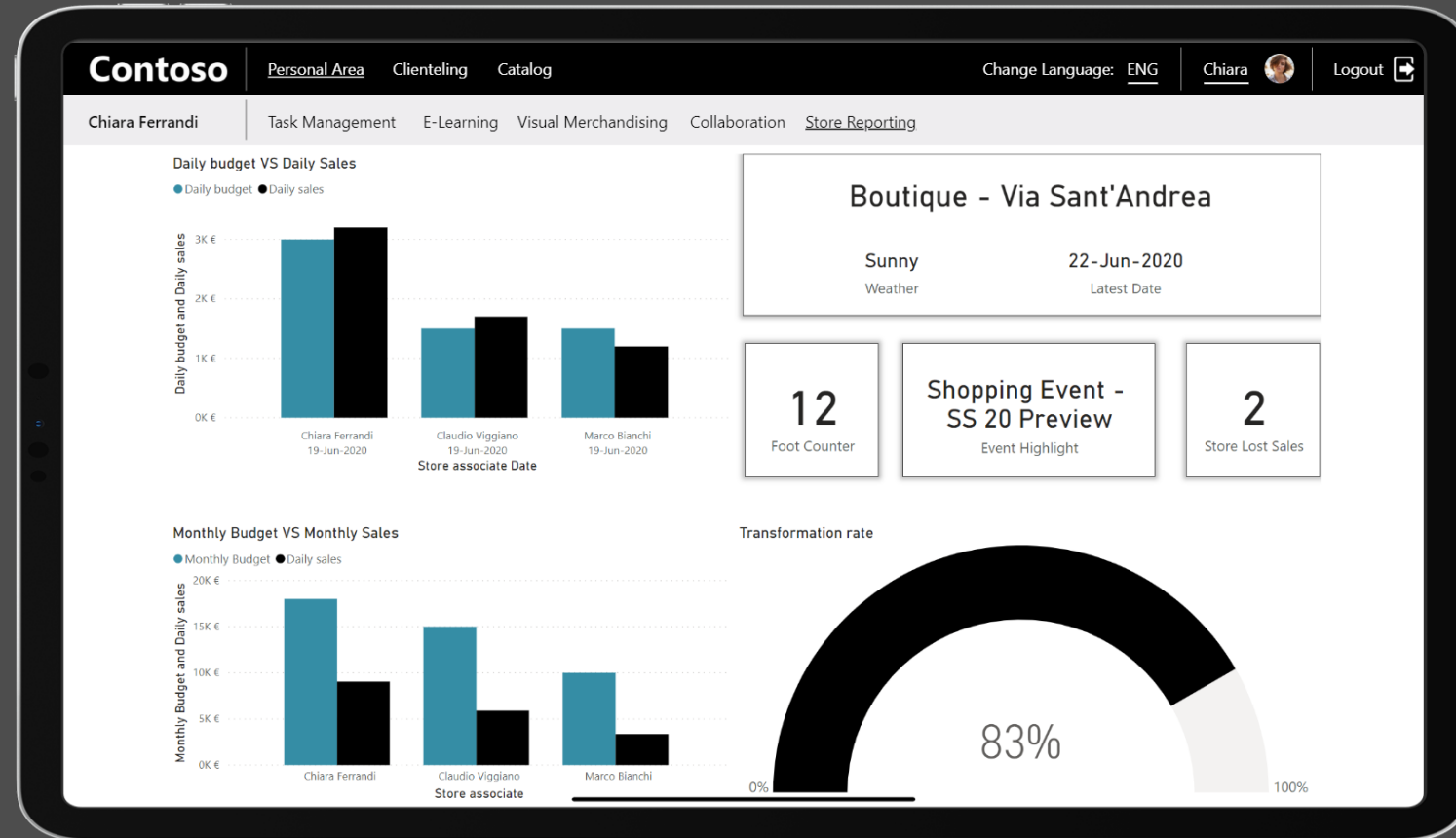
- Work with other colleagues
- Share knowledge and information



Store Reporting

Within Store Reporting users will be able to see different Power BI reports depending on their security role:

- Managers will be able to see general store information and sales reps' performances
- Sales reps will be able to see their personal reports and performances



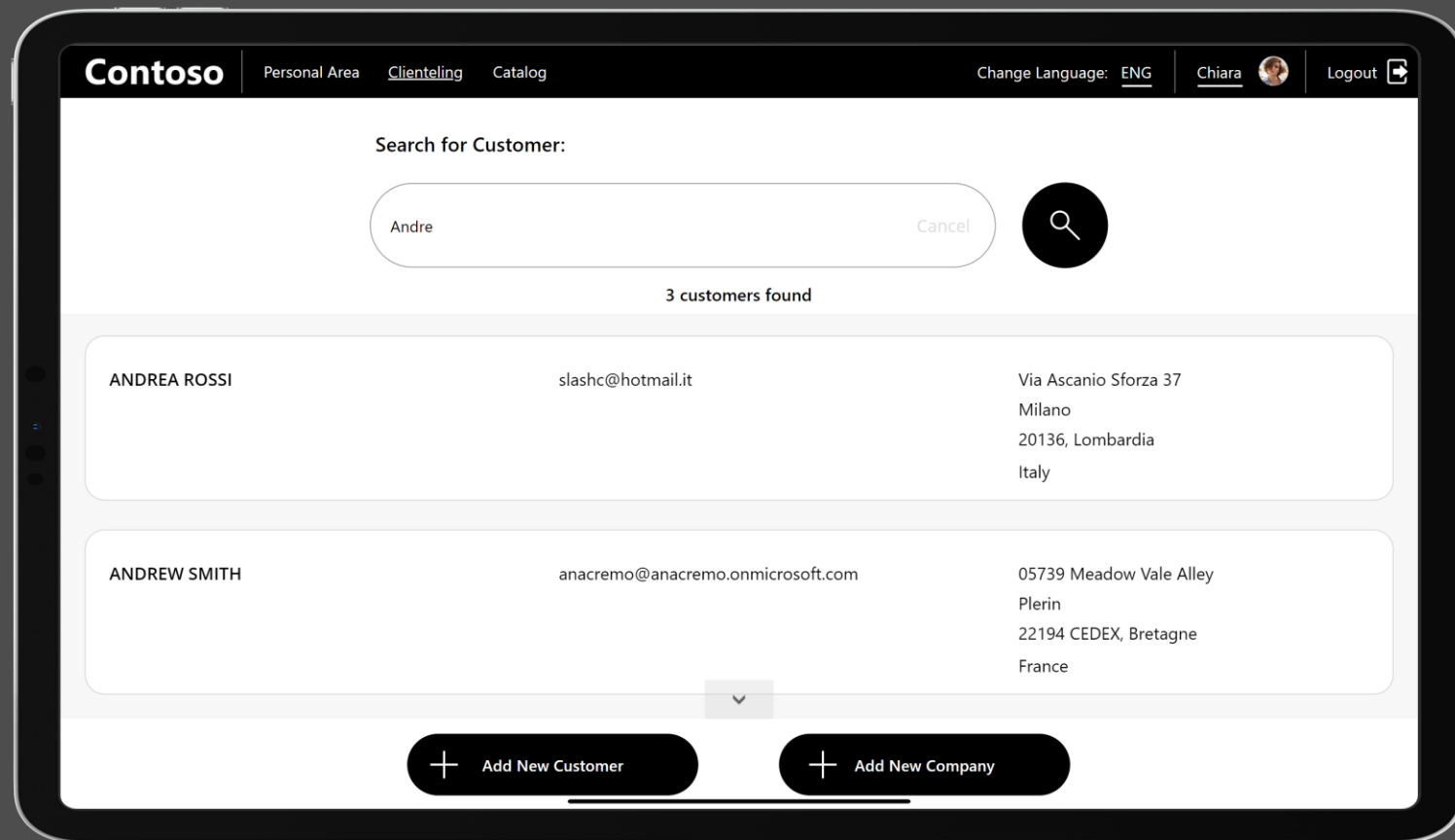
Clienteling

Within Customers users can:

- See customers assigned to them
- Do advanced searches
- Add new customers

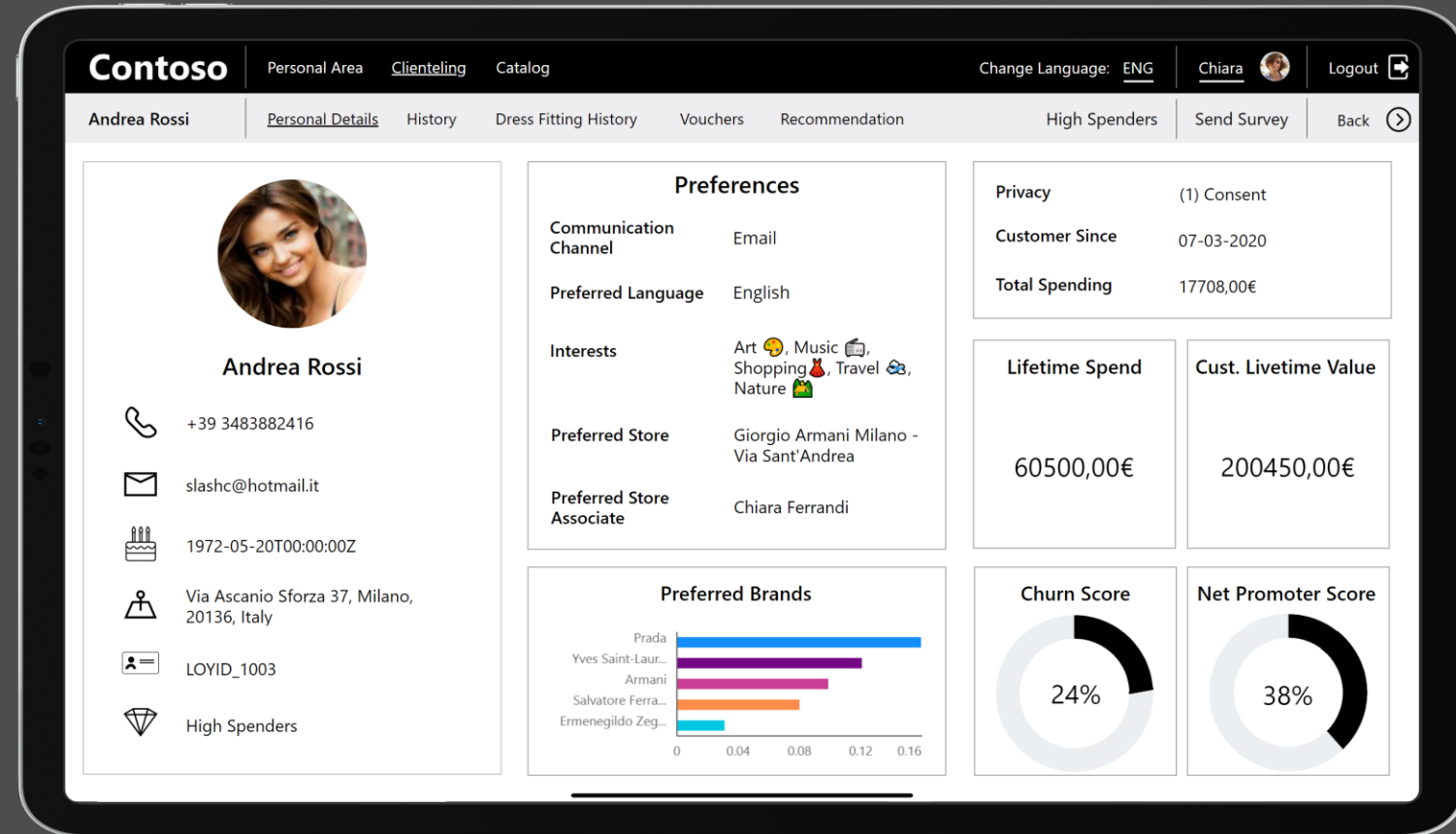
Once a customer has been selected, users will be able to access the following sections:

- Personal Details
- History
- Dress fitting History
- Vouchers
- Recommendations
- Send a survey



Customer: Personal Details

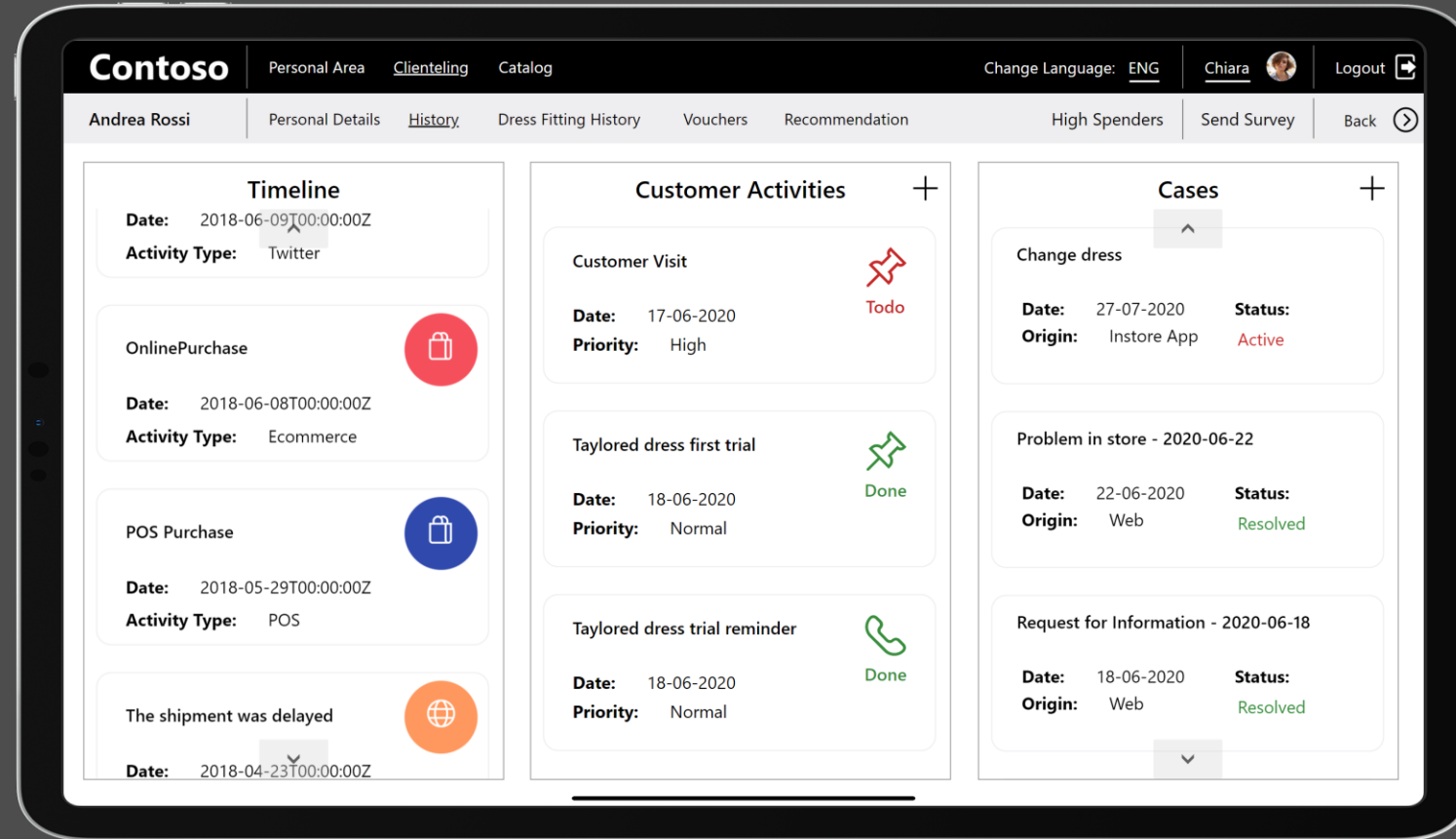
Within Personal Area, users will access general information and KPIs related to the customer.



Customers: History

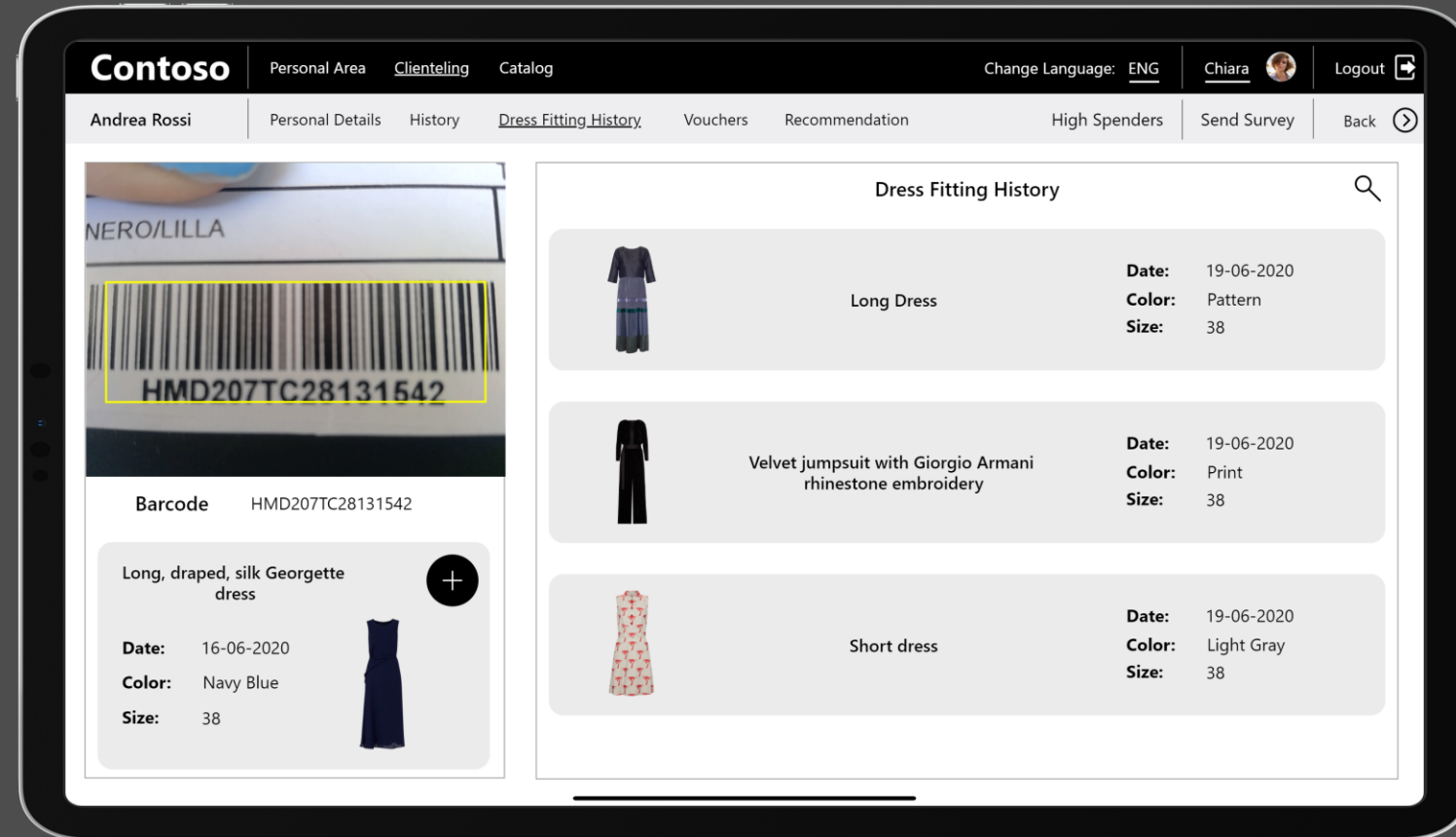
Within History users can:

- See all activities performed by the customer such as social comments, reviews, POS and E-commerce purchases
- See all customer's instore activities and add a new one
- See all customer's tickets and create a new one



Customers: Dress Fitting History

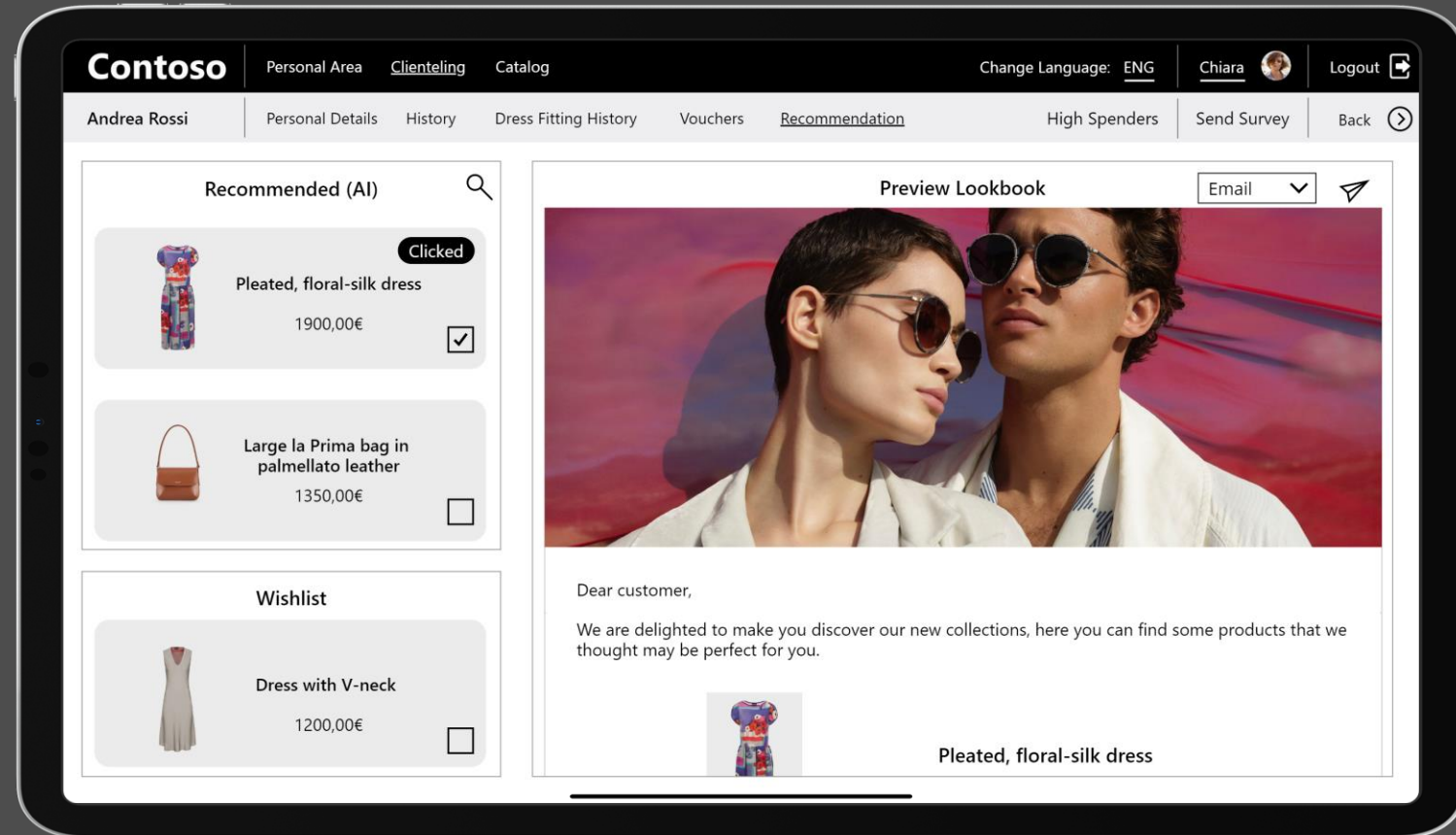
Within Dress Fitting History users can keep track of all products tried and not bought by customers.



Customer: Recommendation

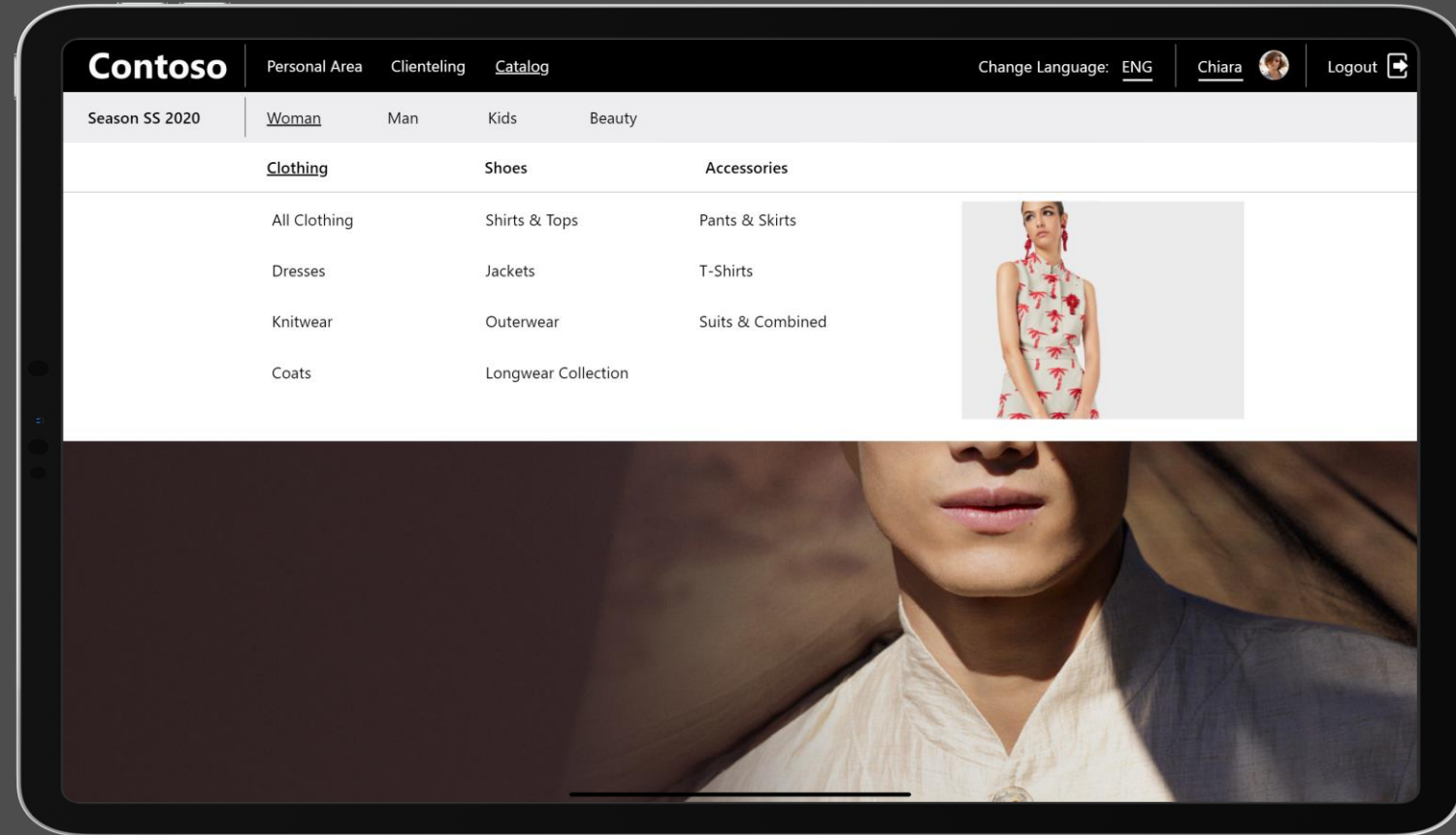
Within Recommendation users can:

- Send 1:1 communications via different channels
- Select products to add into the lookbook's template
- See lookbook's preview



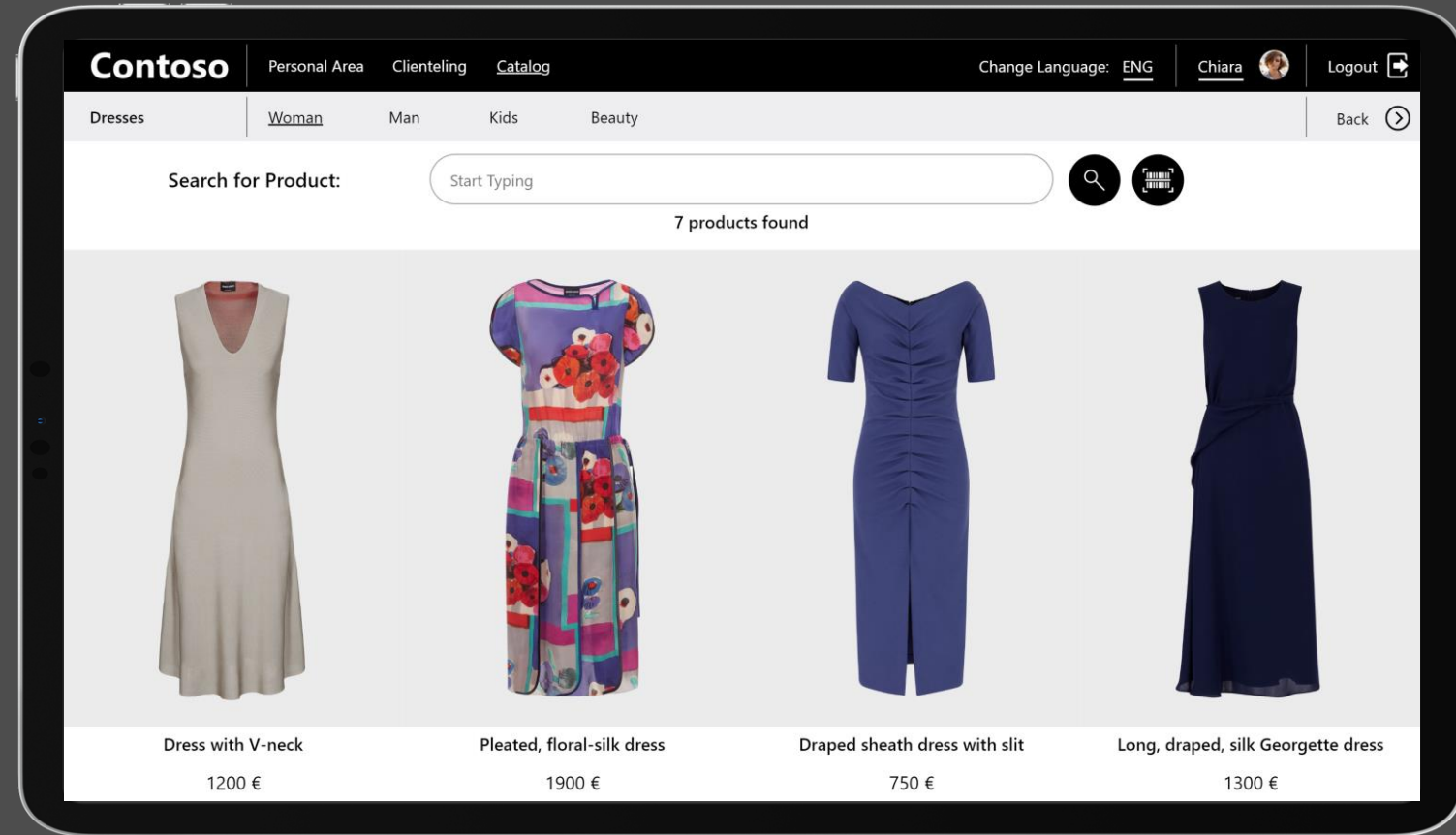
Catalog

Within Catalog users will be able to see a products and their details.



Catalog

Once selected the category of products the user will access a gallery containing all related ones.



Catalog

By selecting a product it will be possible to access to its details and inventory information.

