

dressipi

Personalising the Entire Customer Experience for Shop Direct

SHOP DIRECT



The Client



Shop Direct

Paul Hornby
Head of eCommerce

As Head of eCommerce, Paul is responsible for the entire On-Site eCommerce Strategy, covering areas such as Personalisation, Find Product & Add To Basket, Site Performance, Content, Customer Onboarding, Search & Navigation and Product Reviews.

Paul also oversees all Front-End Development, Product Management and SEO across all devices and is directly responsible for a team of 40 individuals (split across five teams) whilst also managing the development priorities of a further three ATG Development scrum teams.

The Challenge

True to its mission, Shop Direct was looking for ways to make good things accessible to more people.

Shop Direct was looking for a customer-first solution that offered each customer real guidance so that they could shop for their wardrobe more confidently.

"Personalisation is key to our strategy, however we wanted to go a step further than the traditional click-based recommenders by offering our customer base true one-to-one personalisation." *Paul Hornby*

The top priority was to help the customer navigate through the mass of products sold on Very and Littlewoods to quickly discover the best pieces, as well as show the customer outfits that were relevant to them and their wardrobe.

How Dressipi helped

Dressipi has helped Shop Direct deliver a truly personalised service to its customers, making sure they show the right products at the right time to each customer.

"Customers with a Dressipi profile clicking through from the Style Hub to a product page are 76% more likely to place an order than when the same customers click through from other parts of the site. We are very happy with the performance and look forward to future developments." *Paul Hornby*

Dressipi allows customers to see how to wear items as an outfit that is best suited to them and their existing wardrobe. With little initial marketing, the service has already amassed just under 1 million complete profiles.

Ease of implementation

One of the benefits of working with Dressipi is the high level of support dedicated to the initial implementation. This ensures clients get to see the benefits of the solution on an ongoing basis.

"The solution is easy to implement. They are a great team to work with who are always innovating and who truly have the customer at the heart of their product." *Paul Hornby*

Results

Dressipi's personalisation solutions bring big benefits to retailers. Not only does it improve loyalty and engagement, it increases incremental revenue by a minimum of 5% as well as AOV and frequency of purchase.

"For those customers with a complete profile we see a combination of increased frequency of purchase, increased order value and reduced return rates, resulting in a significant increase of incremental net revenue per year." *Paul Hornby*

About Shop Direct

Shop Direct is the UK's second largest pureplay online retailer, with annual sales of £1.9 billion. Its digital department store brands are Very.co.uk, Littlewoods.com, VeryExclusive.co.uk and Littlewoods.ie. The company receives an average of 1.4 million website visits every day, with 67% of our sales completed on mobile devices.

Shop Direct has four million customers and deliver 49 million products every year.



About Dressipi

Dressipi is a global leader in fashion specific one-to-one personalisation. In-store or online, Dressipi integrates personalisation into the entire customer journey. From searching, to browsing, to shopping, Dressipi shows customers the right product for them at the right time.

Working with some of the biggest names in British retail, over 3.5 million women use Dressipi's personalisation solutions to make better shopping and dressing decisions.

Contact Dressipi

To learn more about how Dressipi can help you improve your personalisation strategy get in touch today.

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