

dressipi

Accelerating Wallis to be Truly Predictive

wallis



The Client

wallis

Wallis – Arcadia Group

Beverley Imrie
Digital Director

The Challenge

Wallis was looking for an innovative solution that provided their customers with a service both online and in-store that gave them the confidence to shop for products that suited their lifestyles, flattered their figures and complemented their wardrobe.

"Providing delightful, personalised customer experiences across all channels and helping our customers find key pieces for their wardrobe that fit perfectly with their lifestyle is a strategy which has always been at the heart of the Wallis brand." Beverley Imrie, Wallis

Providing engaging content and style advice that was relevant to each customer on an individual level was crucial, as well as ensuring a seamless experience that benefited the customer as well as the business.

How Dressipi helped

Dressipi helps Wallis be truly predictive, enabling them to deliver a completely personalised service to its customers. Dressipi's Fashion Prediction Platform makes it easy for Wallis to give each customer their own personalised shopping journey by predicting which products, outfits and sizes the customer would like to see in real time across every channel, giving the best possible shopping and dressing experience.

Dressipi combines large data sets on the customer and garments with machine learning and AI technology to help customers make better shopping and dressing decisions. Unlike other personalisation solutions every product recommended is mapped to each customer as if curated by their own personal stylist. Dressipi does this by analysing a customer's profile, behavioural activity, wardrobe context, trend sentiment and intent.

"The Online Personal Stylist service is exactly what our customers wanted - not only does it help them find the products they want quicker, but it also provides inspiration and confidence to try something new." Beverley Imrie, Wallis

Ease of implementation

Dressipi are passionate about working with clients closely to help them achieve their business goals and deliver personalisation that fits perfectly with the brand.

"The team at Dressipi are great to work with - they listen to our needs as a business whilst continually innovating their product offering." Beverley Imrie, Wallis

Dressipi's open Fashion Prediction Platform wraps around a retailer's existing infrastructure to improve ROI from all platforms. Implementation takes 6-8 weeks and Dressipi provides a high level of support to all its clients, ensuring they get to see the benefits of the solution on an ongoing basis.

Results

After extensive analysis to understand the true impact of the service, Dressipi is now delivering significant overall incremental revenue gains to Wallis. There have been double-digit increases in order frequency and conversion rates for those customers who have created an Online Personal Stylist profile.

"Having personalisation technology within your business is a must in today's retail environment. Dressipi have helped us achieve that." Beverley Imrie, Wallis

About Wallis

Wallis is an aspirational, premium high street retailer which forms part of Arcadia Group Limited. The brand operates from 37 stores and 304 concessions across the UK and Republic of Ireland.

At the heart of Wallis is the understanding of real women, with an aim to make them look and feel as best they can. This is reflected in their design philosophy which is to design clothes that reflect the spirit of women today.

The logo for Wallis, featuring the word "wallis" in a lowercase, black, serif font.

About Dressipi

Dressipi is the world's only Fashion Prediction Platform, enabling retailers to predict what their customers will buy and not return, optimising profitability and giving customers the best possible experience. Our data-driven approach helps drive significant new revenues for retailers (a minimum of 8% increase in net incremental revenue per visitor), decrease returns (by 15%) and increase conversion and frequency of purchase (by up to 30%).

Leading retailers use Dressipi's Fashion Prediction Platform for its best in class recommendations and prediction scores, enabling radically improved customer experiences and more informed decisions on demand to supply matching, merchandising and acquisition. Our unique database of over 5 million connectable fashion customers combined with fashion specific AI, expert knowledge and proprietary structured product data means retailers can be more profitable, more customer centric and more efficient.

#bepredictive

Contact Dressipi

To learn more about how Dressipi's data-driven approach accelerates leading retailers to be truly predictive, get in touch today.

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