



Delivering Unique In-Store Experiences



dressipi



Transform your store
into your biggest asset -
not your biggest liability

Bricks and mortar retailers have the advantage

Stores remain at the core for many retailers and offer many benefits over pure plays. Not least because they can create a better emotional connection with customers.

With 70% of shopping still taking place in-store they also have a significant advantage in their ability to collect lots of important data. This data will give retailers insights to help identify the winning experiences of the future as well as to ensure they stock better, differentiated products in the right quantities that meet the needs of their customer.

This guide will outline how online and offline channels should work together to create the best service for the customer. Retailers should be offering an individual level of in-store hyper-personalization if they are to stay relevant and create experiences that build unique, long-term relationships with customers.



A stylized, handwritten signature in black ink.

Sarah McVittie
Co-Founder of Dressipi

Current in store technology

Any solution retailers can provide that maps the convenience of shopping online to the in-store experience is a solution that's heading in the right direction.

**RFID
Tagging**

**Barcode
Scanning**

**Online Access
Mirrors**

**Self-
Checkouts**

These are just a few examples of new emerging technologies brought into stores.

Regardless of this progress, no one is taking the obvious step of using personalization to guide the shopper through their physical journey despite all the technology being in place to be able to do so.

Some retail stores currently allow their customers to scan a barcode, but the experience is disappointing and far from innovative. The output is the same as they would get online - a customer gets redirected to that garment's PDP (Product Description Page) with the standard variety of product images at different angles, sizes in stock, garment composition and care etc.

There is currently very little activity focussed on individualizing the in store experience. Retailers need to make sure the technology they roll out is genuinely useful and speaks to the customer.

The unanswered questions

1

What is going on today that is masking the potential advantage of store ownership?

2

Why is most of the growth in retail taking place online?

3

Why are stores closing en masse?

While there are multiple economic reasons that are putting pressure on costs and margins – there are also three more controllable reasons stores are failing today:

1

They offer poor customer service and experience – particularly compared to the new online competitors like Amazon and Sephora, who have brought new standards of customer service, price transparency and convenience.

2

Lack of product and brand differentiation which encourages the customer to shop for the product at the lowest price and in the most convenient manner.

3

Most investment in tech innovation is focused on improving the online experience, yet most shopping still happens in-store.




The current retail experience can be frustrating

We know that most people still want to shop in-store sometimes – they just don't want to shop in bad stores. So what can we do about it?

Let's take a quick look at a typical experience today.



There are multiple examples of customer journeys, like the above, that create frustration and friction for customers and which prevent them from purchasing.



“The merger of the digital and the offline world is very novel, and our clients love it. So when people ask what the future looks like, I tell them that’s it, especially in the fashion industry.”

CEO

MODIVO



Dressipi can transform the retail experience

Now let's take a glimpse at a good experience – this is a Dressipi powered experience.

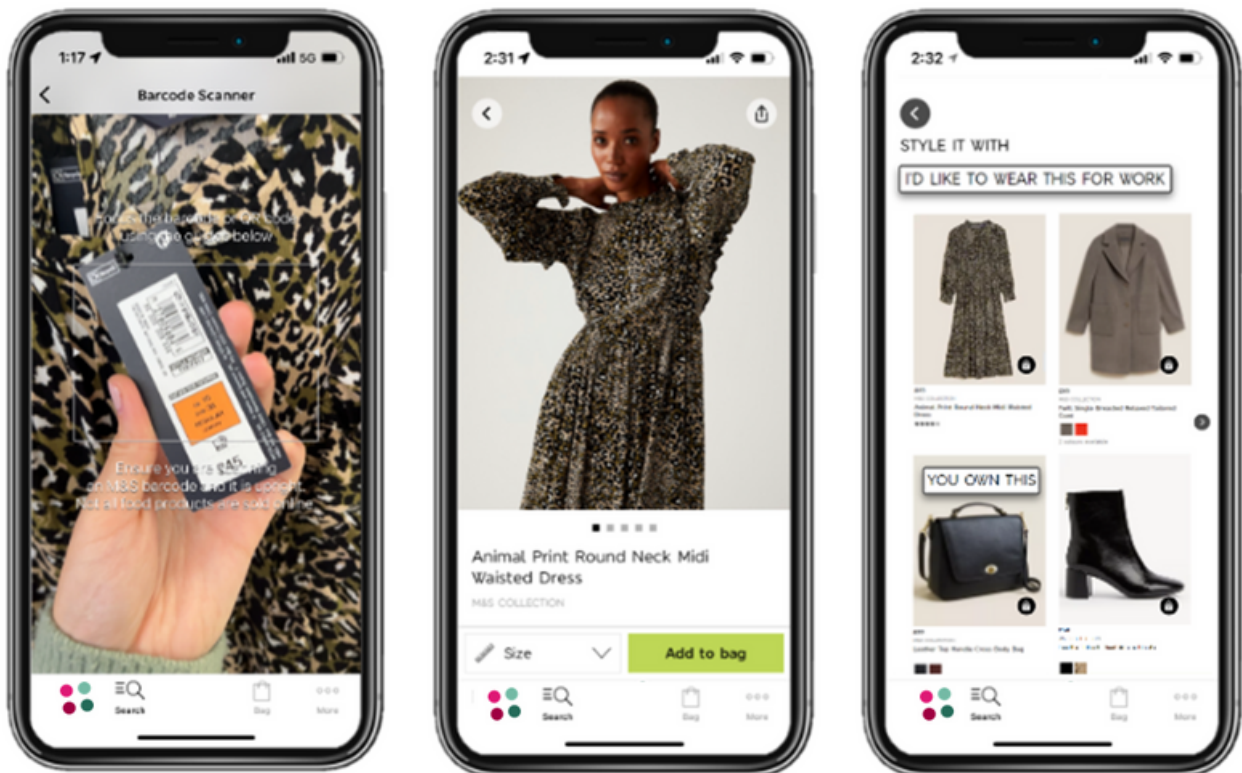


By personalizing the browsing and shopping experience, offering inspiration and by helping at the right times, the retailer has made me feel relevant. This has removed all the pain points that would have stopped me from purchasing.

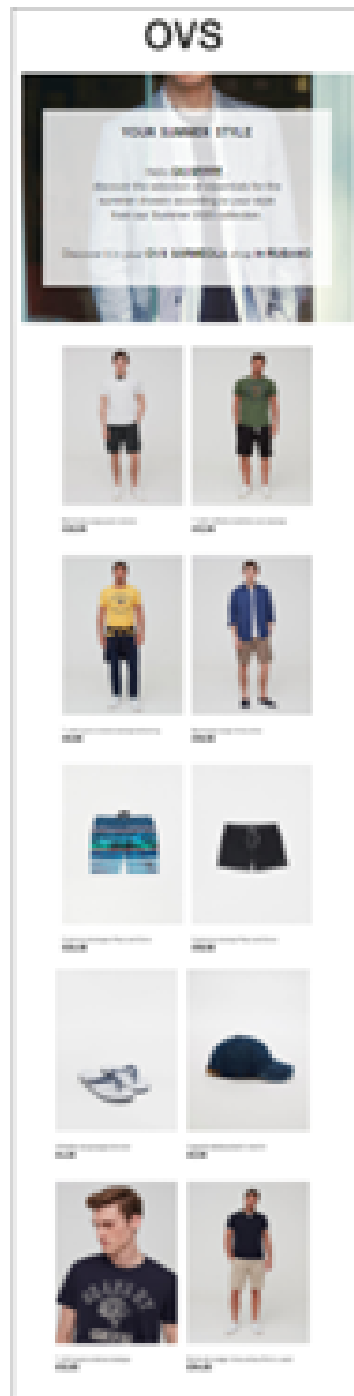
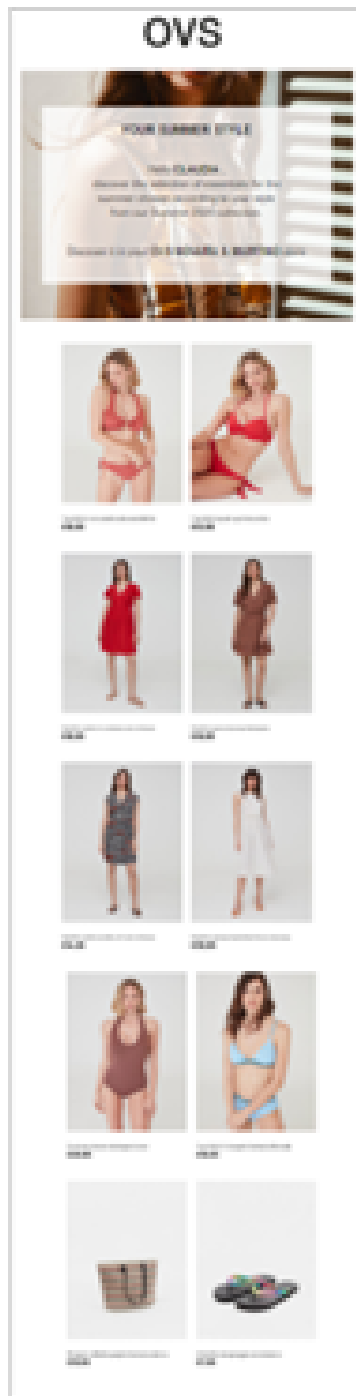
Get started on a seamless in store experience

Answer these questions to start adding value to customer's shopping journeys:

1. Where are the hurdles that make it harder for your customers to purchase?
2. Are you blending the offline and online experience into a seamless journey and offering similar experiences for both?
3. Do you know who your customers are as soon as they walk near or in your store?
4. Are you making the most of your store staff by linking them up to clienteling apps?
5. Do you carry on the conversation with the customer post-purchase?



In store emails delivering results



Personalized emails can be sent to retailers' customers across all departments.

By simply injecting recommendation API's into existing ESP's, the recommendations in the emails can include a highly tailored edit of each customer's best clothing selection filtered by availability in their local store and what was available in their size at that moment.

These emails can enable retailers to drive more revenue-generating footfall into their stores with previous campaigns delivering an additional 54% in terms of revenue per email sent.

The future of retail is here

Retailers need to focus on rolling out exceptional in-store customer journeys that complement the online business; using every interaction to collect data to either help the customer or learn from the customer. In turn, this will enable retailers to identify and create the best experiences for the future and to develop differentiated products that speak directly to each retailer's target customer base.

A few simple additions to the bricks and mortar customer experience:



Know who your customers are as soon as they walk near your store. Entice them in with personalized recommendations for garments in their size that fit with their current missions.



Offer customers a similar experience in store to online. After a customer scans they shouldn't just see the PDP, they should be shown the versatility of the garment by being told how to wear it with other items in store.



Link up customers data to clienteling apps for store staff to use. Recommendation API's can be extended to create a scalable personal styling service that enables personalization for every customer.



Send post-purchase emails with recommendations on how to wear their garment they purchased in store. This will bring back to your stores and keep them relevant.

As fashion becomes more global and competitive, brand positioning and DNA becomes increasingly important. Stores can be a vital component of that success, but to do that, the role of the store needs to be redefined to work seamlessly alongside other channels.

If you'd like to discover how in store experiences can add value to your customer's shopping journey's, get in touch today.





Dressipi is driving a step-change in personalization for apparel ecommerce.

By understanding the unique complexity of apparel (think seasonality, trends, body types, taste etc), Dressipi helps retailers to show each visitor the items they're most likely to buy - and keep.

Products are automatically tagged with 3x more detail. Data is crunched at scale. Apparel expertise is overlaid. Dressipi does the heavy lifting so that their consumers can stay ahead of the competition and enjoy higher profits.

Today, Dressipi's personalized recommendations and outfits outperform all competitors in A/B tests, and deliver incremental improvements to profit (+21%), revenue (+12%), returns (-15%) and full-priced sell-through rate (+10%).

Finally, personalized ecommerce that lives up to the hype.

To learn more about Dressipi's solutions and technology, visit:

www.dressipi.com

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