

DETEGO Smart Fitting Room

Innovative services for consumers and valuable insights into customer preferences

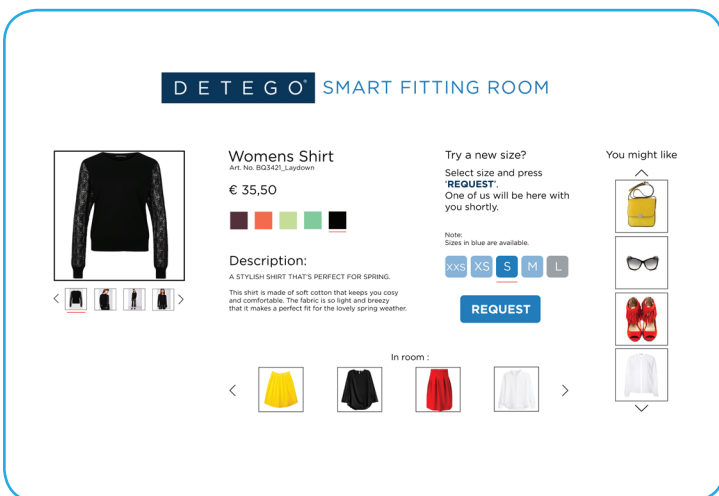


The Smart Fitting Room has a lot to offer: for both the customer and the retailer

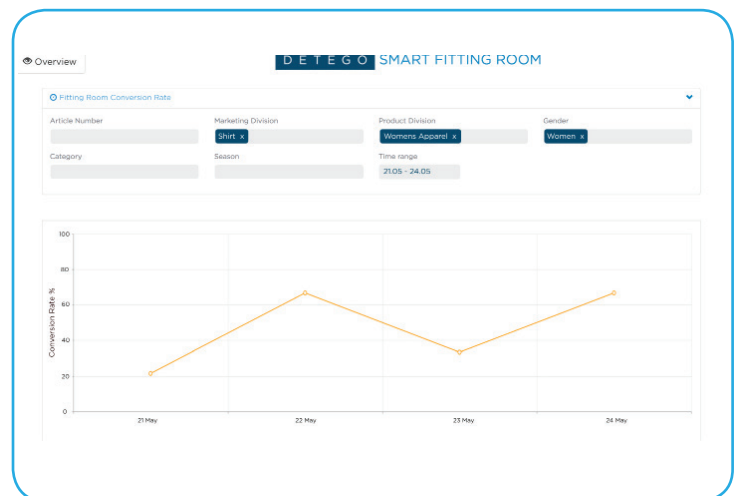
The fitting room is the most important area in the store: it is the place where customers decide whether or not to purchase the articles. In this stage of the buying process, it is important not to keep the customer “alone” but rather provide special services: e.g. to recommend matching items as well as accessories that are actually available in the store.

By using the “Call-for-Assistance”-button, the customer has an opportunity to ask the sales personnel to bring other items directly into the fitting room for trying them on. This level of convenience where the customer does not need to leave the fitting room and search for articles, contributes to a positive shopping experience.

The interaction with articles stimulate additional sales and enables customers to relate with the store and the brand. Furthermore, retailers gain important data on customers’ preferences and are able to use this information for more targeted advertising campaigns.



Cross-Selling like in eCommerce: Suitable additional items and accessories are recommended to the customer.



Analytics for the retailer: Smart fitting room conversion rate including recommendations on the best merchandise placement on the sales floor.

Smart for the customer

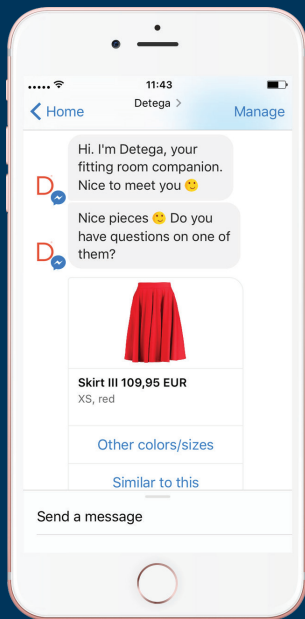
- Show different article variations
- Make product recommendations
- Show article availability
- Browse through the full range of articles
- Additional information, videos, social media
- Customer-friendly fitting (article-bring-service)
- Digitally supported buying decisions
- Direct reservation or ordering of articles
- Various delivery options (to home address, from another store, etc.)

Smart for the retailer

- Promotes up- and cross-selling potential
- Interactive dialogue between customers and store personnel
- Show full product range (endless-aisle)
- Retail analytics: Insights on customer preferences
- Increased operational excellence, optimisation of merchandise plan
- Omni-channel: Integration of online and brick-and-mortar retail
- Personalised customer offers
- Engagement with store and brand

“ **It only makes sense to recommend articles that are actually available in the store.** ”

Michael Goller, CTO Detego, on one of the benefits of real-time merchandise visibility.



Digital Sales Assistant: Chatbot Detega

Chatbots support the sales personnel and bridge waiting times for customers until there's a sales person available for individual service. The customer is able to interact with the digital sales assistant at any time via smartphone, e.g. if the sales personnel is busy with other customers. This is perfect for those customers who only wish for general information on a specific article and not for an overall service.

Detega provides 100% reliable information on the availability of articles since queries are made in real-time and are based on the stock of the whole store network, the web shop and franchise partners.

The self-service via smartphones offers the same quality in query results as performed by sales personnel and is appreciated highly by digitally independent customers.

More service in the fitting room.
Using the chatbot to check article availability and ask for items to be brought by the sales personnel.

Well-known fashion retailers in Europe are already using Detego InChannels' consumer engagement functions in the fitting room, on interactive information-screens and smartphones.

The various possibilities for dialogue with the customer in the store unfold great potential in customer loyalty and omni-channel success in the long-run.

Why customer engagement?

- ✓ Attract more customers to the store
- ✓ Make consumers to recurring buyers
- ✓ Realise brand loyalty
- ✓ Excite customers with digital touchpoints
- ✓ Get more insights on consumer preferences

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