

The Smart Digital Store – Smart Fitting Room for Faster Customer Decisions and Larger Customer Spend

The Smart Fitting Room recognizes products, provides product details, makes recommendations, and calls for assistance



To stay attractive, relevant and engaging for increasingly connected customers, retailers are digitally transforming to merge physical, in-store experiences with online, e-commerce services.

While online sales are seeing spectacular growth, brick-and-mortar stores are still relevant:

- 75% of shoppers prefer to shop in store if a required item is available online and at a nearby store¹
- 72% prefer shopping in store so they can touch and feel the products¹

One of the best ways to experience a product first-hand is in a fitting room.

- Shoppers who use fitting rooms are almost seven (7) times more likely to buy products compared to those who simply browse the sales floor²
- Shoppers who receive service in the fitting room are three (3) times as likely to buy products from that store²
- If a customer does not visit the fitting room, it doubles the likelihood of that customer returning part of their purchase to the store²

- In a brick-and-mortar store, the ability to see and touch clothes results in return rates that are less than one in ten. When a customer has tried their purchase on first, return rates are even lower.²

Most physical stores however do not optimize the fitting room experience, risking high abandonment rates and inhibiting shoppers who want to:

- Ask for advice or access product details and social media content in store to communicate their purchase decision (as opposed to using their mobile phone)
- Request different products, sizes, assistance while in the fitting room

Solution Overview

Capgemini's smart fitting room experience lets shoppers access relevant product details and request remote assistance. Rooms equipped

with RFID readers and immersive, interactive touchscreen displays recognize RFID-tagged products, propose cross-sell recommendations and allow call for assistance.

Displays feature a range of product images, and mirror the company's e-commerce site with key product and pricing information. Customers can also click through to find further information, such as sustainability or design features. The solution also collects data on fitting patterns and sales trends for later analysis and strategic decision-making. Both the RFID gateways and the touchscreens feature processors from Capgemini's global partner Intel, for optimum power and responsiveness with built-in high-level security.

Features:

The Smart Fitting Room solution:

1. **Mirrors a retailer's online shopping proposition** – Product RFID tags link to the retailer's inventory tracking system. Each product is recognized by the room kiosk and gives shoppers access to the wealth of online product content.
2. **Connects with store associates** – Shoppers request assistance from the comfort of the fitting room & can specify their needs (e.g., size, color). Store associates receive alerts on mobile devices or smart watches, can check on what shoppers have in the fitting room, and can bring additional pairing options.
3. **Provides after-visit conversion opportunities** – Shoppers can log-in into their accounts at any time. Automated after-visit campaigns send email reminders on products saved & provides pairing options.

1 TimeTrade, 2017

2 Alerttech, 5 Most Important Retail Industry Benchmarks for Fitting Rooms, 2016

Outcomes: Empowering Customers and Improving Operations

- With more information at their fingertips, customers make quicker, positive buying decisions thanks to the enhanced experience
- With data generated by smart fitting rooms, retailers have greater visibility into how many people use the fitting rooms, the items they take with them and conversion rates
- By combining and analyzing fitting room data, retailers can spot patterns and trends to optimize stock levels, pricing and even working processes. Companies can also better understand the performance of individual items; for example, if a jacket is often tried on but rarely purchased, the company can explore influencing factors such as pricing, product design or staff training issues.
- **Occupancy:** Understand occupancy patterns & define optimal time to assist
- **Purchased vs. Saved:** Drive insights from products tried & inform merchandising
- **Tailored Services:** Push pairing recommendations based on products in the fitting room
- **Time spent in fitting room:** Establish optimal usage time based on patterns and monitor deviations

Realize These Benefits

- Increase conversion rates
- Increase average shopping basket
- Increase cross-sell/up-sell opportunities
- Optimize staffing needs based on occupancy levels

From concept to full solution

Because the Capgemini Smart Digital Store integrates multiple solutions, the architecture supporting the smart fitting room also serves as the retailer's hub for all ongoing and future digital transformation initiatives integrated into core systems such as ERP and e-commerce.

Retailers know that a partner with a breadth of retail technology experience is essential to drive forward goals to merge online and offline shopping experiences.

By working closely with alliance partner Intel on the development of the Smart Digital Store framework, Capgemini ensures that the underlying architecture is more than robust to meet the most demanding requirements, while core elements like security and privacy are present at all levels.

Why Capgemini – A Smart Digital Store roadmap for the future

By blending the digital and the physical with the Capgemini Smart Digital Store, retailers are creating an engaging and memorable shopping experience for customers. The Smart Digital Store also lays the foundation for future innovation, customization, and transformation acceleration.

For more information, visit:

www.capgemini.com/service/the-smart-digital-store/

About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion.

Learn more about us at www.capgemini.com

People matter, results count.

Interested to learn more?

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