Retail TouchPoints
Customer Engagement Awards

DECEMBER 2014

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Retail TouchPoints
2014 Customer Engagement Awards

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13 Retailers Win 2014 Customer Engagement Awards

As we move into 2015, retailers are focused on finding creative, innovative and compelling new ways to engage with customers. Throughout all channels — in-store, online, via mobile and social — merchants are striving for a consistent, cohesive brand experience. New technologies are now accessible to smaller, regional brands as well as the largest, multi-billion-dollar retailers. These smart merchants are implementing innovative concepts in video, in-store technology, cross-channel marketing and e-Commerce.

This year, *Retail TouchPoints* is proud to honor 13 retail companies that have embraced customer engagement and implemented solutions and services that are delighting shoppers and boosting revenue. Each of this year's winners has taken the initiative to deliver a more satisfying level of service and improved experience to the demanding shopper base. The award winners are ahead of the curve and are achieving business success in this increasingly competitive and challenging marketplace.

Through a nomination process, the winners were selected based on, but not limited to, four specific criteria:

1. Unique shopping/promotional offerings

2. Customer engagement strategies

3. Customer analysis

4. Technology innovation

Winners include both large, national retailers as well as smaller, regional companies, as well as international organizations. Award recipients also vary in products and services offerings, from apparel and home improvement to furniture and sporting goods.

This year's winners are *(in alphabetical order)*:

BaubleBar

Design Within Reach

Dickies

DrJays

Eplus Gruppe

Grand Home Furnishings

HauteLook

Lakeshore Learning

Lowe's

Rebecca Minkoff

Saks Fifth Avenue

Sears Hometown

SmartFurniture.com

Join us in congratulating all 13 winners!

Debbie Hauss

Debbie Hauss
Editor-in-Chief
Retail TouchPoints

Saks Fifth Avenue Brings Clienteling To New Levels

Category: Cross-Channel Marketing

Gold Winner: Saks Fifth Avenue

Brands: Saks Fifth Avenue, OFF 5TH
Number of stores: 41 Saks; 71 OFF 5TH
Web site: www.saksfifthavenue.com
Annual revenue: $3.3 billion

One of the largest luxury department store chains in the United States, Saks Fifth Avenue implemented a new clienteling solution in Q4 2013. The new initiative, named ccA+ (customer-centric Ambassador) Clienteling, was aimed at empowering associates with relationship-building and assisted selling tools with a new single view of the customer across channels, delivered on a mobile platform.

With ccA+, a newly centralized view of the customer enables associates to develop deeper, more meaningful relationships with customers and provides a higher level of service in more personalized means than ever before. ccA+ also provides additional coordination between marketing and in-store associates such as alerts when individualized offers have been delivered to clients in the associate clienteling book, and delivery of tasks related to key enterprise initiatives, thus encouraging them to engage proactively before, during and after the sale.

From the ccA+ dashboards, associates also can access a product locator that enables "endless aisle" capabilities by locating desired items from any store or warehouse and having it shipped directly to the customer, as well as direct access to communications delivered on social media sites such as Facebook, Twitter and Saks POV.

Features such as automated reminders, the Last 60 application, Brand Alerts and others provide tools to keep the primary focus on the top-tier customer, but not at the expense of others who would receive value.

Key goals for the project included:

- Establish lasting relationships with the most important clients;
- Empower associates to become entrepreneurs and manage their own business;
- Provide tools to address three phases of the customer lifecycle (customer/client/ambassador);
- Improve associate productivity through targeted and personalized outreach to customers;
- Improve conversion through tools to facilitate product knowledge and availability;
- Increase the average transaction size for affiliated customers; and
- Increase customer frequency for affiliated customers.

Focus On Loyalty Inspires Lowe's Initiatives

Category: Cross-Channel Marketing

Silver Winner: Lowe's

Brands: Lowe's

Number of stores: 1,750

Web site: www.lowes.com

Annual revenue: $50.5 billion

The MyLowe's customer engagement tool and the MyLowe's card have actively engaged more than 13 million Lowe's shoppers to date. Customers can sign up for the program online and download LOWE'S MOBILE APP for iPhone and Android in the App Store or in Google Play. Or consumers can register in-store and receive a card to track their purchases. Then they can conveniently shop the full Lowe's catalog, build store-specific shopping lists, and scan barcodes for product information. To date, Lowe's has distributed more than 42,000 iPhones containing the app to its sales associates as a way to drive awareness and help customers find the products they need.

Lowe's allows customers to choose from a variety of fulfillment options, including buying online and picking up in-store as well as parcel shipment to their homes. In 2013, sales through Lowe's online selling channels, which include Lowes.com, Lowes.ca and ATGstores.com, accounted for approximately 2% of total sales.

Through this digital platform, Lowe's is now able to capture data about items and information shoppers are looking for in the offline world. Since its release, the MyLowe's tool has experienced significant traction reflected in a 50% increase in sales in 2013. Conversion rates also improved even as Lowe's dramatically expanded the number of items on Lowes.com to more than 600,000. By using data already being collected, Lowe's can deliver the kind of omnichannel shopping experience their customers demand, building loyalty and decreasing attrition.

E-Plus Gruppe Taps Cross-Channel Customer Information

Category: Cross-Channel Marketing

Bronze Winner: E-Plus Gruppe

Brands: E-Plus Gruppe

Number of stores: 400

Web site: www.eplus-gruppe.de
www.smarkkauf.de
www.deal.base.de

Annual revenue: N/A

E-PLUS GRUPPE

E-Plus Gruppe, a Germany-based Telco retailer, has launched and gone live across 400 stores with a new associate-driven, channel implementation powered by a new commerce platform. Customers can now shop online and choose to deliver their items to a store. The customers' purchase information is automatically delivered to the Stores Alert Center dashboard on the OneView Commerce-powered mobile device where the associate can see the customer, order information, history, products and status of the ship to store package. This allows the associates to prepare specific cross-sell and up sell information in preparation for the customer's in-store visit.

Additionally, analytic information on both the ship-to-store orders and the cross-sell, up sell and in-store orders is used to then drive specific promotion activity and is used to improve pricing and online selling strategies.

E-Plus Gruppe's integrated cross-channel engagement program has delivered the following results:

- Significant increased ship-to-store orders;

- Increased footfall traffic to stores;

- Opened endless aisle from the store;

- Enabled associate knowledge base;

- Provided increased engagement through information delivered directly to the in-store device; and

- Positioned E-Plus to maximize their hardware-only banner that allows competitive differentiation against Internet pure plays and remains the only hardware-only banner in the mobile Telco market in Germany.

E-Plus analyzes both customer-identifed and anonymous customer behaviors across the cross-channel purchase journey. This information is used to then driven specific promotion, loyalty and overall pricing strategies.

Additionally, associates are provided the tools to see the customer's purchase history and specific order information. This knowledge prepares for one-to-one, customer-specific engagement that has transformed the complex mobile Telco sales process.

Category: *Analytics*

Gold Winner: *Lakeshore Learning*

Brands: Lakeshore Learning

Number of stores: 60

Web site: www.lakeshorelearning.com

Annual revenue: N/A

Lakeshore Learning Drives New Market Revenue

Over its 60-year history, Lakeshore Learning has successfully evolved as the school supplies industry has changed. In the early 1950s, Lakeshore Founder Ethelyn Kaplan opened the company's first store for toys and childhood learning products. The business grew steadily to include 60 store locations across the U.S. and an e-Commerce site that has ranked #271 on Internet Retailer's Top 500 list.

When Lakeshore Learning began selling online, its primary e-Commerce audience was educators. After starting a "Gift of Learning" product line geared toward moms and dads, parents became a major customer segment as well; however, the Lakeshore e-Commerce team quickly learned that parents have very different search styles than teachers. While three out of four teachers shopped by grade level, which was available on site search, 75% of parents shopped by age range. To improve customer engagement, the company needed to find a way to make the site easier to search and navigate for parents.

Lakeshore Learning brought in SLI Systems to help organize, filter and display the most relevant products for both major customer segments.

Today the site's top navigation bar offers one tab that lets a visitor search by grade or age, and another tab that offers separate paths for teachers and parents.

The multi-faceted search allows customers to quickly narrow down hundreds of products and still maintain a clean and robust search experience. Personalizing the site to draw customers into areas most helpful has delivered strong results.

Since implementing SLI, Lakeshore has noted the following improvements:

- Online revenue increased 30%;
- Average order value went up 30%;
- Conversion rates rose nearly 19%;
- Time spent on the site after a search increased by 21%;
- Page views per search are up 28%; and
- Site abandonment after a search is down more than 9%.

Design Within Reach Improves Customer Experience With Mobile Analytics

Category: *Analytics*

Silver Winner: *Design Within Reach*

Brands: Design Within Reach

Number of stores: 40

Web site: www.dwr.com

Annual revenue: N/A

Design Within Reach (DWR) touts a vision to make authentic design accessible. The company's goal is to be able to answer customers' questions the first time, whether they are in the store, visiting the web site in their home, or on-the-go on a mobile device.

DWR created an in-store experience that is mobile, easy-to-use and client-focused, with the help of Salesforce. This experience is brought to life through dashboards providing the sales associate client information and orders that need attention. Sales associates can quickly look up product information. The solution also enables manager approvals for exception requests.

Keeping the overall business goal top-of-mind, DWR has transformed its retail operations to be connected and transparent. If there is a change or a problem, stores associates and headquarters use the same mobile platform to communicate important information about the order and route the request to the right support group.

If a customer calls looking for answers, the Service Console provides visibility into cases, chats and phone calls to manage case load, as well as easy links to client accounts, orders and contact history. And all the key data is linked.

The Management Dashboards report for trends, volume, resource planning and performance monitoring.

DWR has reported four specific advantages of this new system:

- Information is maintained in one system with a unified experience across support groups;

- Management has insight into volume, productivity and open workload;

- Employees are using mobile devices to retrieve information and submit support requests; and

- Customer experience has improved significantly.

Grand Home Furnishings Doubles Store Traffic With Loyalty Upgrade

Category: Analytics

Bronze Winner: Grand Home Furnishings

Brands: Grand Home Furnishings

Number of stores: 20

Web site: www.grandhomefurnishings.com

Annual revenue: N/A

Grand Home Furnishings recently implemented a turn-key VIP program that has created a unique shopping experience for customers during VIP events. In time for Father's Day 2014, the retailer implemented a new style of loyalty program in order to improve overall customer engagement.

The new program includes:

1. Personalized VIP Invitations distributed to customers over the phone;

2. Thank-you gifts for returning customers;

3. An in-store customer data collection program/procedure using tablets to streamline the customer experience; and

4. Follow-up marketing based on customer preferences.

As a result, Grand has doubled in-store traffic during VIP events (on average), creating the opportunity to have another brand interaction with the customer. The event also was focused around the value of the customer to the business, so the increase in traffic improved shoppers' brand relationship with the retailer. As a result, listenership and email opens also have increased.

As part of the turn-key VIP program, Grand is using a real-time data analytics dashboard provided by SPLICE Software (the LeaderBoard) to gamify the collection of opt-in permissions from in-store customers. This program shows the store employees, in real time, where they are trending in comparison to the other stores, driving employee engagement, which further drives the customer engagement.

The tablet program implemented as part of the VIP program has greatly streamlined the customer's interaction at the store level to provide permissions and preferences, which Grand can then use to create more relevant and personalized messaging. The tablets are used on a daily basis (not only for VIP event registration) to collect this customer small data for use in future communications programs.

GRAND
Home Furnishings

Dickies Uses Video To Improve Online And Email Marketing

Category: *Video*

Gold Winner: *Dickies*

Brands: Dickies

Number of stores: 5

Web site: www.dickies.com

Annual revenue: N/A

Workwear and apparel company Dickies sought to incorporate video into its online marketing and customer engagement strategy. The retailer began by reviewing overall business goals. "The main question was, 'How do we create a great conversion rate for our own site, as well as a complementary experience for consumers buying through our partner retailers?'" said Robert Dietrich, Director Of Digital Marketing at Dickies.

With a rich library of video content established on its web site, Dickies worked with Invodo to develop an email campaign focusing around product video as key content for engagement.

Recognizing the need to engage the customer at the right points in the customer journey, Dickies made email video content easy to navigate, so that it would usher viewers easily along the path to purchase. Since video viewers are more likely to buy than non-viewers, Dickies merchandised video alongside multiple products. By clicking on any of the product pages via the video call-to-action, the video begins playing.

Dickies integrated data from email marketing with information from the ad server platform to refine customer communication strategies. In addition to internal analytics, Dickies has been able to leverage Invodo's data to help determine which videos are working, how customers are interacting with their content and how the video is helping to engage and influence decisions.

Dickies' video program was built on the Invodo platform that includes a video player, called InPlayer, which allows Dickie's customers to not only view, but also interact with video. The video player includes a powerful back-end analytics engine, which has allowed Dickies to closely monitor how customers use and are influenced by video.

BaubleBar Offers Personalized Service Via Live Video Chat

Category: *Video*

Silver Winner: *BaubleBar*

Brands: BaubleBar

Number of stores: 0

Web site: www.baublebar.com

Annual revenue: N/A

Online jewelry retailer BaubleBar created a "Service With Accessorizing Talent (SWAT)" team of stylists, who are tasked with delivering meaningful interactions and building relationships with customers similar to a brick-and-mortar experience.

To help the SWAT team accomplish this goal, BaubleBar implemented Vee24's live video assistance technology, which connects shoppers to stylists via live video chat in order to bring the in-store experience online. After two minutes of browsing jewelry, site visitors see a Live Help pop-up — prompted by Vee24's rules engine — inviting them to participate in a live video chat session with a stylist.

The chat box asks customers to login via Facebook or simply provide their name, email and styling question to start the chat — there is nothing for the customer to download. After a consumer accepts the invite and logs in, a SWAT stylist appears on their screen via video.

However, the customer's camera does not turn on automatically. Shoppers can choose a one-way or two-way session. If a customer opts for one-way video, they can talk or text chat with the stylist, who they can see, but can't see them.

Customers benefit from the face-to-face engagement with knowledgeable stylists who can answer any and all questions and concerns. As a result, the conversion on the video chat and live chat is much higher than the site average. In fact, after just five months of using the new technology, BaubleBar has experienced a 300% increase in average order value and the rate of return shoppers has grown 250%.

Along with live video assistance from Vee24, BaubleBar also uses Facetime, Google Hangouts, Google Glass and social media to engage with customers.

Rebecca Minkoff Unveils A Truly Connected Store Experience

Category: *In-Store Innovations*
Gold Winner: *Rebecca Minkoff*

Brands: Rebecca Minkoff

Number of stores: 5

Web site: www.rebeccaminkoff.com

Annual revenue: N/A

Through a partnership with eBay Inc., Rebecca Minkoff has unveiled a super-connected store, featuring a large touchscreen display, RFID tags, interactive fitting rooms and mobile apps.

"As a woman, I felt there was a lot missing from retail stores that I wanted to offer my customer," said Rebecca Minkoff, Creative Director. "There are pain points in the shopping experience in traditional retail that I wanted to address."

Shoppers are greeted by a 122-inch screen that appears is a mirror, but also is a connected screen that allows shoppers to view outfits and the latest videos from recent runway events. Using a touchscreen capability, shoppers can select items to try on. When the products have arrived in a fitting room, the shopper receives a text message.

RFID technology tracks the items delivered to the fitting room and helps store employees identify available sizes and colors. "Everything in the store room is RFID-tagged, and allows us to have 100% accuracy at all times on what's in stock and what's not," said Uri Minkoff, CEO.

While waiting, shoppers can use their smartphones to order a free drink, such as water, coffee or champagne.

Inside the fitting room, shoppers can adjust the lighting to their liking and alert their Minkoff stylist (store associate) if they need a different size or item. The stylists receive these messages via iPads.

Shoppers are able to check out from inside the fitting room using PayPal on their mobile devices. But a hidden cash wrap also is available for shoppers who prefer to pay the traditional way.

Sears Hometown Taps Online And Offline Reviews To Improve Customer Service

Category: In-Store Innovations

Silver Winner: Sears Hometown & Outlet

Brands: Sears Hometown & Outlet, Sears Outlet, Sears Home Appliance Showroom, Sears Appliance & Hardware

Number of stores: 1,260

Web site: www.shos.com

Annual revenue: $2.4 billion

Sears Hometown sought to build long-term customer relationships by ensuring that every interaction with customers was positive. This led to the implementation of the "Say Yes" program, which is focused on doing whatever it takes to fix customer problems and issues.

This initiative began by focusing on offline customer engagements with the launch of Qualtrics' in-store survey distribution software, giving customers the opportunity to voice their satisfaction or complaints about their experience in Sears' physical store locations, while also giving Sears valuable feedback on how to improve customer service.
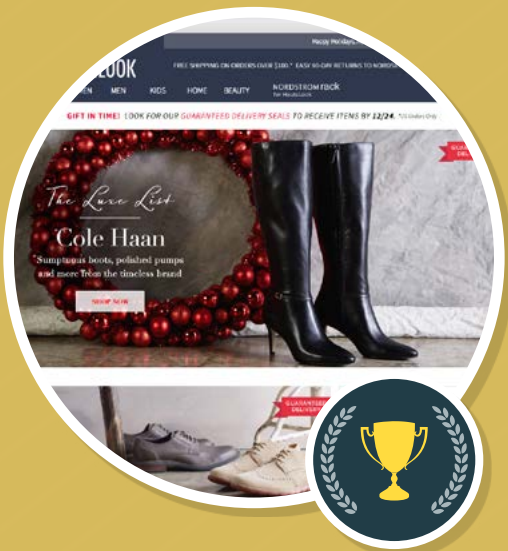
Recognizing that offline interactions are only half the battle when it comes to brand engagement, Sears also added online reviews. The retailer launched with Yext's Review Monitoring, which scans all of the reviews posted on local Sears pages across Facebook, Yelp, Foursquare, etc. and integrates them in real time into one dashboard. Yext's technology also allows Sears employees to notify other associates about particular reviews, improving the flow of communication and allowing Sears to respond even faster to customer feedback.

Sears worked with Yext to create a custom program with API integrations to the Qualtrics software, so both online and offline reviews are pulled into one platform, giving Sears an efficient way to track brand engagement across the board and respond appropriately to maintain customer loyalty.

As part of the "Say Yes" program, online and offline reviews are fully integrated in the regular "Voice of the Customer" reporting and meetings at Sears. Sears reps respond to every review — either directly through the Qualtrics software or posting a response on the appropriate social site. Of the 23% of customers who reported below satisfactory experiences in the first three months of the program, Sears was able to reach out to and recover 90% who will remain Sears customers.

Sears *
Hometown Store

Category: *E-Commerce Innovations*

Gold Winner: *HauteLook*

Brands: HauteLook

Number of stores: 0

Web site: www.hautelook.com

Annual revenue: N/A

HauteLook Boosts Membership With Personalized Email Campaigns

Founded in 2007 and acquired by Nordstrom in 2011, HauteLook serves millions of members with unique preferences and tastes. To manage the millions of emails and varying customer lifecycles each month, the brand partnered with Salesforce to implement the ExactTarget Marketing Cloud for a personalized email experience. HauteLook employs a sophisticated messaging strategy to send millions of personalized emails each day.

Combining predictive analytics and member preferences, HauteLook is now able to deliver personalized 1:1 daily emails and manage the program with a team of just three employees.

"As an e-Commerce company, we have an enormous amount of data," said Catherine Wood, Director of Relationship Marketing at HauteLook. "The ExactTarget Marketing Cloud is pivotal for Hautelook to access that data. We'll be able to integrate web site, mobile and social data to better understand each individual's wants and needs, and automate messages."

Bolstered by the increased targeting and personalization that the ExactTarget Marketing Cloud provides, HauteLook is experiencing massive growth and digital marketing success, including:

- 1 million new members every 90 days;

- 4 million emails deployed every day;

- 200 unique campaigns sent every month;

- On average, 50% to 60% of site logins come via HauteLook's mobile app each day;

- On average, 45% to 55% of HauteLook's sales come via the app each day.

Wood affirms: "Our members are seeing an immersive experience throughout our customer lifecycle. Every moment matters."

HauteLook is an online shopping destination for limited-time, limited-inventory sale events. Each day, the site features all-new products and deals for the best in women's and men's fashion and accessories, beauty, kids' apparel and toys, and home décor at up to 75% off. Membership to the site is free.

HAUTELOOK

Dr Jays Increases Revenue With Trending Product Recommendation Tool

Category: E-Commerce Innovations

Silver Winner: Dr Jays

Brands: DrJays

Number of stores: 20

Web site: www.drjays.com

Annual revenue: N/A

DrJays.com is a fast-growing retailer of urban street-wear. As a visually oriented retailer, DrJays.com determined that trends are a great way for their customers to discover cool new products.

DrJays.com was looking for a more effective way to merchandise products to customers. Traditional recommendations failed to perform on high-level pages such as the home page because there was not sufficient data on customers' wants and needs to determine what to showcase. DrJays.com decided to leverage inSparq for Trending Product recommendations and on-site social tools to enable a different approach.

Following implementation, DrJays.com is seeing a lift of 7.8% in revenue. "We see shoppers share sneakers, jackets and handbags, while buying socks, t-shirts and baseball caps," said Mauricio Rubio, Director of Business Development at DrJays.com. "inSparq's tools help our higher margin aspirational products bubble up, which leads to increased revenue and higher average order values."

The inSparq Trending Product Recommendations solution leverages social and web site data to determine which products are trending in real time. The solution provides retailers with the tools they need to merchandise trending products anywhere on the e-Commerce site and via email. On-site social tools then help catalyze the customer base to share more.

DrJays.com started by featuring Trending Products on the home page, tested it against regular personalized recommendations and decided to give Trending Products permanent real estate at the bottom of the DrJays.com home pages. Now, the retailer is planning to implement trending products on the PDP and in email.

SmartFurniture.com Personalizes Web Site For Every Shopper

Category: E-Commerce Innovations

Bronze Winner: SmartFurniture.com

Brands: SmartFurniture.com

Number of stores: 1

Web site: www.smartfurniture.com

Annual revenue: N/A

SmartFurniture.com allows for a fully personalized experience. Through the use of the SmartProfile quiz, in conjunction with Nielsen's Life Cycle Segmentation, the entire SmartFurniture. com web site redesigns itself to the perfect personalized shopping environment for each unique customer. Following the quiz, the site is personalized with options that fit the shopper's individual style, space and pocketbook. Since the launch of SmartProfile, customers are finding it easier to discover pieces that fit their tastes. The average user's time on site has increased 700% in comparison to those not using SmartProfile.

SmartFurniture.com created the concept of Design-On-Demand® in order to master mass customization. Web site visitors are able to view every piece of SmartFurniture.com's inventory, with every available modification in real time. Shoppers are no longer left to imagine what the small swatch of fabric or special feet will look like on the actual piece. With the click of a mouse they are able to see exactly how their piece will look with any of the thousands of available modifications.

SmartFurniture.com also has implemented a multi-faceted email campaign focusing on cart abandonment, welcome and post-purchase emails, and segmented email blasts. The ongoing campaign reaches out to visitors to engage them and help them convert into customers. The welcome series campaign for visitors that sign up to be on SmartFurniture.com's mailing list asks them to fill out their email preferences and helps to determine their interests leading to more targeted and relevant messaging for the remainder of engagements.

Customer engagement is driven through both traditional and modern channels, with the use of live chat, social media and call centers. The addition of a live chat feature has lifted conversion by an average of 20% month-over-month, proving that customers appreciate, and respond to, a human element in their online experience.

About Retail TouchPoints

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