

Retail TouchPoints

Customer Engagement Awards



retail TouchPoints® *Customer Engagement Awards*



WINNERS LISTED BY CATEGORY



BI/ANALYTICS • 4

🏆 **Gold:** Jet.com

🥈 **Silver:** Everlast Worldwide

🥉 **Bronze:** Guaranteed Foods



MOBILE INNOVATION • 11

🏆 **Gold:** Macy's

🥈 **Silver:** Books-A-Million



CROSS-CHANNEL STRATEGIES • 7

🏆 **Gold:** Suitsupply

🥈 **Silver:** Guess



IN-STORE DIGITAL • 13

🏆 **Gold:** Serta Simmons

🥈 **Silver:** Samsung



SOCIAL STRATEGIES • 9

🏆 **Gold:** Adore Me

🥈 **Silver:** Kohl's



11 Retailers Win Customer Engagement Awards

Retail in 2017 promises to be filled with digital innovation and technology disruption. Forward-thinking retailers are striving to improve their overall omnichannel approach to customer engagement. The companies that will survive in the long term will know when to pull the trigger on the latest technologies, while continuing to focus on the basics.

This year, *Retail TouchPoints* is recognizing 11 retail companies that are reaching these lofty goals using a variety of technologies and strategies. Each of this year's winners is focusing on their specific industry segment to satisfy, surprise and delight shoppers. The award winners are ahead of the curve and are achieving business success in an increasingly competitive and challenging digital 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 large and small retail companies in a variety of industry segments, from mattresses and sleepwear to food, books and electronics.

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

ADORE ME

BOOKS-A-MILLION

EVERLAST WORLDWIDE

GUARANTEED FOODS

GUESS

JET.COM

KOHL'S

MACY'S

SAMSUNG

SUITSUPPLY

SERTA SIMMONS

Join us in congratulating all 11 winners!



Debbi Hauss

EDITOR-IN-CHIEF

Retail TouchPoints

Jet.com Taps *User Research* To Boost *Conversions* And *AOV*



CATEGORY:
BI/Analytics

BRANDS:
Jet.com

NUMBER OF STORES:
0



Gold Winner



After implementing insights from in-person research and a user research platform, Jet.com increased customer savings by 20% and boosted average order size by 8%. With help from UserTesting, Jet was able to validate its core messaging and discovered that shoppers were struggling to understand that “prices drop as you shop.” Jet learned that they had a big opportunity here to show (versus tell) savings in a more visible way, upfront and from the get-go. The retailer also realized that by showing more pricing options, its customers would feel more empowered to pick the price they would pay. Lastly, Jet saw that adding clearer design elements reinforced how prices were changing across the site.

Additionally, Jet saw a doubling of conversion rate on desktop due to insights received via UserTesting, and significant increases in conversion across all customer touch points — desktop, tablet and phone (app and web). For Jet, it is essential to understand the customer’s cross-device shopping experience, and deliver compelling experiences that engage and enhance delight across the customer’s shopping journey.

JET.COM INCREASED CUSTOMER SAVINGS BY 20% USING INSIGHTS FROM IN-PERSON RESEARCH.

Other results included:

- Better couponing processes: Displaying a coupon too early in the buying process; a change here increased usage and created a double-digit lift in conversion rate.
- Improved product pages: Shoppers wanted more information on product detail pages (e.g. shipping costs, return policy); a change here resulted in a significant conversion lift.

Jet.com annual revenue was projected to be \$1 billion before it was acquired by Walmart for \$3.3 billion.

Everlast Boosts Business Results With Better Search And Merchandising



CATEGORY:

BI/Analytics

BRANDS:

Everlast.com,
Everlast Worldwide

NUMBER OF STORES:

Based in NYC, products sold across more than 75 countries and 6 continents.



Silver Winner



Everlast Worldwide controls about 85% of the boxing products market. But the leading retailer of boxing and fitness equipment knew it was time its e-Commerce and m-Commerce channels became a more engaging and larger revenue-contributing part of the global business. Everlast focused on three specific areas to achieve its goals:

- **Search**, with a new solution from SLI Systems. With the previous platform's site search, Everlast saw only 1% of site traffic using search, and only 0.15% of those visitors were converting. Since implementing SLI, the conversion rate increased more than six times and now revenue from search represents 10% of Everlast's revenue.
- **Replatforming**, with help from Magento and Blue Acorn. Features like a secondary navigation bar and a single-page checkout create an intuitive user experience across the site. The new design makes use of Everlast's stunning product photography, creates a better user experience and makes administrative

management much easier. The results? A 24% increase in revenue year-over-year and a 19% increase in mobile conversion rate year-over-year.

- **Merchandising**, featuring solutions from Bronto and the SLI Systems Merchandising Console. With the ability to create banners on results pages and promote specific products, Everlast is now able to engage and merchandise to two separate customer groups — its longtime customer base of boxing enthusiasts, and a new group of customers looking to add boxing to an overall fitness routine.

For additional promotional efforts, Everlast began working with Bronto to improve its email communication. Now when new customers come to the Everlast site and sign up for emails, they receive a "Welcome" series of emails. These drive 38% of total email revenue, while accounting for only 2.3% of email sends. With Bronto, Everlast saw email conversion rate spike and revenue from emails grow 356%.

Guaranteed Foods *Optimizes Customer Data To Increase Reorders*



CATEGORY:
BI/Analytics

BRANDS:
Guaranteed Foods, Inc.

NUMBER OF STORES:
1

Guaranteed Foods is a professional home food service, which delivers high-quality, all-natural, portion-controlled food products directly to thousands of consumers throughout the Midwest. In addition to its public web site, the company provides a comprehensive, password-protected web site exclusively for its customers (www.askgfi.com). That site provides each customer with their inventory quantities as well as nutritional information, preparation instructions and recipes on all products. QR codes on each package provide customers with a quick link to additional information on each product. To expedite customers' reorders, they are provided with a personalized electronic order menu, which shows their last purchases, new items, changes, etc. Customers can order by phone, email, online or with personal in-home food counselors.

Currently Guaranteed Foods is developing an application that both inside and outside representatives will use on their tablets, phones, laptops or desktop computers to track all contact, sales and follow-up activities and results. The company has installed new servers in the data center and utilizes cloud technology for external applications and web sites.

Guaranteed Foods is now able to use customer and order processing/billing data to determine when a reorder was due to occur. A feature was added so that the sales reps could create a customized order catalog on demand showing what was ordered previously, and an inventory sheet from their last order so they had a quick guide to record leftover inventory (from the previous order). The customized reorder catalog significantly sped up the ordering process and removed a sales objection around the amount of time it took to reorder a food supply.

Since the implementation, the volume of food reorders is up 10% to 15% annually and the customer retention rate has grown over the same time period.

**WITH A NEW MOBILE APP,
GUARANTEED FOODS SALES REPS CAN
CREATE CUSTOMIZED ORDER CATALOGS
ON DEMAND.**



Bronze Winner



Suitsupply Integrates Channels With *Digital Disruption*



CATEGORY:
Cross-Channel Strategies

BRANDS:
Suitsupply

NUMBER OF STORES:
72 (+14 coming soon)



Gold Winner



Understanding that a majority of its customers use social messaging applications to engage with Suitsupply, the retailer enables [its more than 80 stylists](#) to directly message and video chat through a slew of mobile applications. Suitsupply also utilizes Uber Rush for deliveries or to provide clients with a free ride back to the store to pick up an item that may have been out of stock or needed tailoring on a tight turnaround. From tailoring suits to connecting on social platforms, this level of personalization is embedded throughout Suitsupply.

As Suitsupply's brick-and-mortar footprint expands, the business needed a way to incorporate an omnichannel approach into the store experience. The business deployed Heroku to display customer and sales professionals' interactions on its in-store digital screens, bridging in-store and digital experiences and providing an overall more positive customer experience. While customers are waiting to try on a new item in the store, they are able to experience the Suitsupply lookbook in a way that is digital first and inspiring. The in-store signage also displays curated feeds from Twitter and Instagram, as well as showcasing

real-time global sales and customer feedback for complete transparency, all powered by Salesforce technology.

To keep physical and digital channels aligned, Suitsupply uses:

- **Salesforce Commerce Cloud:** Enables business to easily track transactions on any type of device and continue to serve the customer through any touch point, not just the one they made the purchase from.
- **Salesforce Marketing Cloud:** Allows businesses to more effectively employ traditional email and mobile engagement strategies.
- **Salesforce App Cloud:** Streamlines the app-building process by providing companies with the basic building blocks to quickly build and deploy apps for customers, employees and partners.
- **Salesforce Service Cloud:** Allows store associates to analyze customer profiles in real time across devices and channels.

Guess Personalizes *Digital Experience* With 'Shop Local' Tech



CATEGORY:
Cross-Channel Strategies

BRANDS:
Guess, G by Guess,
Marciano, Guess Factory

NUMBER OF STORES:
450+



Silver Winner



Guess, Inc. is offering a cross-channel shopping experience that leverages stores and online to allow consumers to shop however and wherever they desire. The retailer is utilizing technology deployments from Radius8 for connecting the store to their digital presence, and Yext for optimization of local SEO and enterprise omnichannel inventory management and fulfillment capabilities.

Guess recently launched a Radius8-powered "Shop Local" experience that improves customer engagement with nearby stores. This technology allows shoppers to browse, filter and search local inventory, as well as see what customers around them are interested in and what are the top sellers locally. Customers can seamlessly reserve product for in-store pick.

Guess provides consumers with highly optimized customer experiences, collecting data points across channels. By utilizing location intelligent technologies provided by

Radius8, combined with personalization technologies like RichRelevance, the retailer is tracking and monetizing cross-channel and location-based consumer behaviors.

"SHOP LOCAL" TECHNOLOGY ALLOWS GUESS CUSTOMERS TO SEE WHAT PRODUCTS NEARBY CUSTOMERS ARE INTERESTED IN AND IDENTIFY LOCAL TOP SELLERS.

The "Shop Local" solution has increased customer engagement by providing unique context to connect consumers with brick-and-mortar stores. Additionally, the Radius8 Control suite of tools helps manage dynamic local shopping experiences and tap into location-based shopper behaviors to better measure local demand.

Adore Me Opts For Less Expensive, More Productive *Facebook Live*



CATEGORY:
Social Strategies

BRANDS:
Adore Me

NUMBER OF STORES:
1



Gold Winner



Adore Me took the plunge into Facebook Live to deliver direct-to-consumer video content. During a six-month test period, the brand received 170,000 completely organic views. Additionally, the videos can generate up to 40% more views and lead to 4X more organic engagement from fans and customers versus produced video. Additionally, produced video takes 8X more time to complete and costs 30X more for Adore Me.

Adore Me made its move to Angular — the complete JavaScript-based, open-source, front-end web application framework supported by Google — on its mobile and desktop web sites in October. Today, Adore Me is fully Angular on its mobile and desktop sites.

In a market where leading lingerie companies are aiming to become digital first and to target tech-savvy Millennials, Adore Me is taking a forward-looking approach with Angular. With one unique back end for all platforms

FACEBOOK LIVE VIDEOS GENERATE UP TO 40% MORE VIEWS FOR ADORE ME.

(Android, iOS, mobile web site and desktop web site), developing new code is optimized and extremely efficient. With one front end for both the mobile and desktop web sites, a new feature only needs to be developed once to work everywhere — and that's how Adore Me designs mobile-first experiences adapted to larger screen sizes.

Using Angular also is a way for Adore Me to improve UX and really offer its Millennial customers a seamless and flawless experience: with state-of-the-art transitions and steady user interfaces, Adore Me optimizes the way it interacts with its customers on all platforms.

Kohl's Gets Social To Promote Oscars Event Partnership



CATEGORY:
Social Strategies

BRANDS:
Kohl's Department Stores

NUMBER OF STORES:
1,200



Silver Winner



In a first-time partnership with the Oscars, Kohl's live-streamed an Oscars party to drive event awareness and create buzz and conversation using the hashtag: #AllTheGoodStuff.

Kohl's enlisted Performics to help create an integrated media campaign to drive sales and conversation. Performics created a three-part campaign. In the first part (before the show), the team encouraged users to submit content via the promoted hashtag. Optimizations were also made to the Oscars landing page and consumers were targeted with Paid Search terms to amplify social efforts.

Additionally, an Oscars sitelink was created to drive additional traffic. In the second phase (during the show), Performics leveraged a Twitter alpha opportunity with Periscope to host the livestream event. Social posts were promoted on Twitter, Facebook and Instagram. Also, video broadcast spots were promoted and aired during the Oscars on YouTube and Twitter.

A THREE-PART SOCIAL STRATEGY NETTED KOHL'S A 776% INCREASE IN REPLIES AND A 750% LIFT IN RE-TWEETS.

In the third phase (after the show), a remarketing campaign was created to target users who engaged with Kohl's Oscars content on Facebook, Instagram & Twitter. Then, remarketing lists for Search, PLAs and YouTube were created for future campaigns. The team also continued targeting Oscars terms on Paid Search to further align with the Academy Awards.

Overall, engagement and sales skyrocketed. There was a 776% lift in replies and a 750% lift in retweets the day of the show compared to the YTD average. There was also a 38% point lift in positive sentiment the day of the show.

Macy's Adopts *Mobile AI* For Real-Time In-Store Info



CATEGORY:
Mobile Innovation

BRANDS:
Macy's Group

NUMBER OF STORES:
840



Gold Winner

USING ARTIFICIAL INTELLIGENCE (AI), MACY'S IS HELPING SHOPPERS GET THE PRODUCT INFORMATION AND CUSTOMER SERVICE THEY'RE LOOKING FOR.

Macy's is offering more localized, personalized and smarter retail customer experiences across all channels. The company uses Big Data and other strategies to create customer-centric assortments. The retailer analyzes a large

number of different data points, such as out-of-stock rates, price promotions, sell-through rates, etc., and combines these with SKU data from a product at a certain location and time as well as customer data, in order to optimize local assortments to the individual customer segments in those locations.

Macy's is introducing a mobile tool that will give customers answers to questions they may have about the store they are shopping in. Using Artificial Intelligence (AI) the tool will answer many questions about the store the customer is in. The mobile AI tool comes in two varieties, one that encourages self-service and another that will allow a customer to summon a sales associate for help. While the customer will use a mobile device in the initial test stage, a mobile app is in preparation. The new program will help Macy's explore new ways to engage in one-on-one relationships with customers in stores.



Books-A-Million *Mobilizes In-Store Bookselling* Experience



CATEGORY:

Mobile Innovation

BRANDS:

Books-A-Million

NUMBER OF STORES:

250



Silver Winner

BOOKS-A-MILLION IS ROLLING OUT A NEW CONCIERGE MOBILE ASSOCIATE APPLICATION TO 250 STORES.

To better integrate the shopping experience for customers, Books-A-Million implemented the Concierge mobile platform, developed by Mad Mobile, for associates to help customers find and buy products not stocked in the store. Concierge for Books-A-Million allows retail associates to find products that are not part of in-store inventory and determine if the

product may be at a nearby store or available online. In either case, the customer can purchase the items and have them shipped to their destination of choice.

Books-A-Million is rolling out the Concierge mobile associate application to all 250 retail locations. Concierge has integrated information from several of Books-A-Million's enterprise- and vendor-based systems into an associate mobile application to increase productivity and improve the Books-A-Million shopping experience.

As a mobile platform, Books-A-Million's Concierge application enables associates to find details about products in the store and those available online; locate inventory in nearby stores; purchase products not in the store to be shipped directly to the customer; and perform a variety of customer service features — including order status lookup, membership details, current promotions and best selling products.



Digital Technology Brings 'Fun' Into Bed Shopping For Serta



CATEGORY:
In-Store Digital

BRANDS:
Serta Comfort Connection with
ComfortPoint Technology

NUMBER OF STORES:
20+ (featuring the new
showroom)



Gold Winner

Serta Simmons asked: *“What if we can dramatically alter that awkward 1-on-1 dynamic? Can technology actually make shopping for a bed fun? And will it increase sales?”*

With those goals in mind, AgencyMSI and Serta® created an in-store experience called ComfortPoint™ that increases the Serta® close rate by almost 50% and decreases the return rate.

Within three months after the implementation of ComfortPoint, individual stores recorded a close rate that reached close to 50% (the gold standard of the best-of-the-best).

The technology did not replace the RSA (Sales Associate), it simply aided her/him. It also validated the feedback that the expert associate was providing.

Finally, the addition of the new engagement strategy helped Serta train associates in a uniform manner, allowing the good to get better and the best to act as mentors with a new high tech visual aid.

SERTA SIMMONS BOOSTED ITS SALES CLOSE RATE BY 50% WITH A NEW CUSTOMER EXPERIENCE SOLUTION.

To help with future marketing strategies, the ComfortPoint system enables Serta to produce summary reports focused on the conversion rate of specific sales reps vs. unsuccessful trials. Serta is now able to measure the average length and “jump off point” for customer engagement, allowing them to adjust and improve (and A/B test) new techniques to the shopping process.

Today the brand also is able to identify the number of “silent” shoppers that influenced the final purchase, for example a wife-and-husband team. This helps to determine the critical complex interaction in the final choice in a mattress. Additionally, Serta is now able to tie trial to returns, which delivers a “huge” cost savings.



Kiosk Enables *Endless Aisles* In Variety Of Store Settings



CATEGORY:
In-Store Digital

BRANDS:
Samsung

NUMBER OF STORES:
200



Silver Winner



Omnichannel for Samsung is about the connection between digital and physical retail. Their goal was to build a seamless connection through all touch points of the shopping experience.

Samsung's challenge was that third-party retailers simply could not properly represent their brand story and carry their full product line because of:

- Limited peg space;
- Cost of inventory; and
- Samsung product technology changing rapidly.

By building a self-service kiosk with iQmetrix's endless aisle technology, Samsung is able to offer their high-end product lines to customers whether they are online, in a Samsung store, or in a third-party retailer location. The kiosks have been launched in 200 Verizon stores to date.

Now, whether or not the retailer has a product on the shelf, they don't have to send customers online or to competitive spaces to continue their search. If the retailer

doesn't have what the customer is looking for they simply walk over to the kiosk, find it, drop it in the shopping cart and it's at the point of sale system within seconds. The product is shipped the same day directly to the customer's desired address.

SAMSUNG LAUNCHED SELF-SERVICE KIOSKS WITH IQMETRIX'S ENDLESS AISLE TECHNOLOGY IN 200 STORES.

To evaluate the success of the kiosks, Samsung assesses a number of customer metrics daily, including total sales, number of orders processed, products added to carts, average completed carts, number of carts, average value of carts, total sessions, session duration, total pages viewed, pages per session, and cart abandonment.

This helps them understand exactly how customers are engaging with the self-service kiosk and anything they can do to better serve their customers or improve the experience.



Retail TouchPoints is an online publishing network for retail executives, with content focused on optimizing the customer experience across all channels. The Retail TouchPoints network is comprised of a weekly newsletter, special reports, web seminars, exclusive benchmark research, an insightful editorial blog, and a content-rich web site featuring daily news updates and multi-media interviews at www.retailtouchpoints.com. The Retail TouchPoints team also interacts with social media communities via Facebook, Twitter and LinkedIn.

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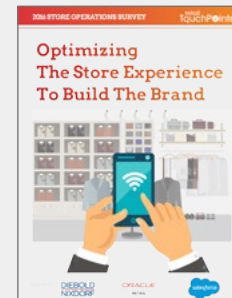
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