RAIN RFID implemented – what’s next?

What to do with all the data? How fashion retailers achieve added value from InStore Analytics
Fashion Retail

- High dynamic
- Fierce competition
- Challenge: Customer
Why RAIN RFID?
75-80% INDUSTRY* AVERAGE INVENTORY ACCURACY

* FASHION RETAIL INDUSTRY
Knowing the business

- **Online world: Easy!**
  - Monitor the customer
  - Make recommendations
  - Measure conversion rate / returns

- **Real world: Brick and Mortar**
  - (Very) basic metrics
  - Costly to dig deeper
  - Managing stock is challenge enough
A typical implementation ...

- Accurate stock movements
- Fast and accurate stock taking
- Fast and efficient in-store replenishment
- Cut process costs
Retail Success Stories

Sales Uplift: 25% NOS 8-10 % total

99.8% accuracy
98% availability

2x more time for customer

Enabling Omni-Channel
Actionable Insights ...?

• Please:
  • No more reports ...
  • No more dashboards ...

• What to do!
• When to do it!
How ...?
Examples

Improve customer service times

- Item availability check
- Request different color / size: How long would you wait ...?
Examples

Conversion rate

• Recommend!

• Fitting room: Tried on and sold / not sold?

• Product fit / style ...
Examples

Marketing activities & store operations

• Launch new collection / season: Make sure it’s available

• Replenish anchor items with top priority
Summary

Measure what’s measurable ...

Draw conclusions

Let store staff know
Thanks!
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