

RETAIL  
TOUCHPOINTS

# Customer Engagement Awards

2018

retail  
TouchPoints®

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Engagement  
Awards*  
2018

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RETAIL TOUCHPOINTS

# Customer Engagement Awards

2018

## 10 Retailers Win 2018 Customer Engagement Awards

In 2017, retailers have stepped up to embrace digital innovation and technology disruption. They are finding new ways to engage customers across channels, leading to long-term stability and steady omnichannel growth.

This year, *Retail TouchPoints* is recognizing 10 retail companies that are reaching these lofty goals using a variety of technologies and strategies. These retailers are taking chances with Artificial Intelligence, influencer tactics and chatbot-focused initiatives. They also are securing the foundation with updated approaches to personalization and fulfillment.

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 sporting goods and specialty apparel to healthcare and big box.

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

<b>1-800-FLOWERS.com</b>	<b>Helzberg Diamonds</b>
<b>Adore Me</b>	<b>JCPenney</b>
<b>CVS Health</b>	<b>Steve Madden</b>
<b>Foot Locker</b>	<b>Techstyle Fashion Group</b>
<b>Glossier</b>	<b>Walmart Canada</b>



*Debbie Hauss*

Debbie Hauss  
Editor-in-Chief

Join us in congratulating all 10 winners!

GOLD



 **Brands-store banners:**  
Helzberg Diamonds

 **Number of stores:** 212

 **Annual revenue:** N/A

 **Web site:** [www.helzberg.com](http://www.helzberg.com)

## CUSTOMER ENGAGEMENT STRATEGIES

# Helzberg Diamonds Adds Mobile Clienteling

Helzberg Diamonds recently rolled out Concierge, an award-winning mobile application for store associates, to all of its stores nationwide. With Concierge, Helzberg store associates have instant mobile access to all of the product information that resides in its retail systems, including inventory availability, plus tools to help them connect with customers to generate additional store traffic and sales.

Running on iPads in all Helzberg stores, Concierge enables store associates to shop with customers shoulder-to-shoulder and make personalized recommendations. When the customer is

not in the store, associates use Concierge communication tools to strengthen customer relationships and generate omnichannel sales. A two-way solution, data captured by the store associate on the floor instantly flows back into the Helzberg enterprise systems for use company-wide.

Concierge is truly transforming how Helzberg store associates engage with customers.

**“ Helzberg store associates have instant mobile access to all of the product information that resides in its retail systems.”**

SILVER



 **Brands-store banners:**  
Steve Madden

 **Number of stores:**  
250 worldwide

 **Annual revenue:** N/A

 **Web site:**  
[www.stevemadden.com](http://www.stevemadden.com)

## CUSTOMER ENGAGEMENT STRATEGIES

# Steve Madden Personalizes Email Communications By Integrating CRM & Loyalty

Steve Madden's CRM is fully integrated with its loyalty program, allowing for a comprehensive and personalized email strategy. Gender, style preferences, real-time loyalty status/points balances/rewards availability all feed into timely, targeted and relevant email marketing communications.

The SM PASS loyalty program from CrowdTwist rewards customers for engagement activities like taking surveys, writing reviews, downloading the mobile app, purchasing via the app and connecting on social media, offering even more ways for customers to be rewarded for how they engage with the brand.

SM PASS has unique POS integration capabilities to enable customers to seamlessly engage with loyalty wherever they engage with the Steve Madden brand: in-store, online or on the Steve Madden App. SM PASS points are the currency used to unlock exclusive member rewards, including dollars-off discounts, access to Steve Madden events and custom/hand-made rewards. Storewide points promotions drive members to the store, and SM PASS members are also surprised with targeted bonus campaigns, powered by email personalization and geotargeting.

GOLD



 **Brands-store banners:**  
JCPenney

 **Number of stores:** 875

 **Annual revenue:**  
\$12.5 billion (2016)

 **Web site:**  
[www.jcpenny.com](http://www.jcpenny.com)

## CROSS-CHANNEL STRATEGIES

# JCPenney Boosts Bottom-Line Sales With Cross-Channel Fulfillment

JCPenney has created and implemented an innovative and flexible fulfillment program, recently expanded with the rollout of Buy Online, Pick Up In-Store (BOPIS) same day to all stores. JCPenney.com shoppers can now view inventory at their local store, giving them the option to buy an item online and pick it up the same day, with most orders available in just two hours. Today, more than 80% of JCPenney's store inventory is available for free same-day pickup in store.

More than 40% of online orders are now picked up in-store, and more than 33% of customers that pick their

item up in a store make an additional in-store purchase of \$50. Additionally, online items can be returned in-store, where customers receive an immediate refund or exchange. In fact, more than 90% of online returns are returned in a JCPenney store.

JCPenney uses qualitative voice of customer (VOC) data from ForeSee to understand the impact that the experience has on customer satisfaction, and then leverages those insights to continuously make improvements online and in-store.

**“ More than 33% of customers that pick their item up in a store make an additional in-store purchase of \$50.”**

SILVER



 **Brands-store banners:**  
Foot Locker, Lady Foot Locker, Kids Foot Locker, SIX: 02, Footaction

 **Number of stores:** 2,713

 **Annual revenue:** \$2.11 billion

 **Web site:**  
[www.footlocker.com](http://www.footlocker.com)

## CROSS-CHANNEL STRATEGIES

# Foot Locker Uses Location-Based Insights To Improve Personalization

Foot Locker is combining the power of its branded loyalty app with location-based beacon technology to seamlessly understand the behaviors of its core customers in the in-store environment. This, in turn, gives Foot Locker the ability to personalize offers and experiences while customers are in the store and afterward — in a non-intrusive way — that are in-context and in line with what each customer wants. Further, Foot Locker can gently prompt customers to leave feedback through the app during their visit, ensuring the feelings from the experience are captured accurately.

Using the InMoment platform, Foot Locker identified the elements necessary to create more memorable experiences, connect customers to the brand and

establish lasting relationships beyond the initial point of purchase. As a result, Foot Locker has empowered teams across the company to help in the delivery of an authentic customer experience that drives stronger loyalty.

Foot Locker now uses the InMoment platform to draw attributions and trends from its customer and employee data, and translates this combined feedback into higher sales, more fervent loyalty and increased efficiency.

“**Foot Locker has empowered teams across the company to help in the delivery of an authentic customer experience that drives stronger loyalty.**”

GOLD



 **Brands-store banners:**  
1-800-Flowers, Harry & David, Cheryl's Cookies, The Popcorn Factory, Wolferman's, Stock Yards, 1-800-Baskets, Simply Chocolate, Fruit Bouquets, Personalization Universe

 **Number of stores:** 0

 **Annual revenue:** N/A

 **Web site:**  
[www.1800Flowers.com](http://www.1800Flowers.com)

## TECHNOLOGY INNOVATION

# 1-800-FLOWERS Powers Customer Engagement With AI Integrations

Through its internal innovation lab, 1-800-Flowers.com is implementing new technologies and strategies, most recently focused on the benefits of Artificial Intelligence (AI), according to [Amit Shah, CMO](#):

- **Integrating with intelligent agents:** We have integrated with Google Assistant and Facebook Messenger (and we're anticipating other innovations will launch early next year).
- **Machine Learning:** Last year we announced GWYN®, an online gift concierge on our site powered by IBM Watson. We can now offer better curated gift recommendations using AI.
- **Customer Service innovation:** We are using machine learning/intelligent agents to provide more thoughtful customer service. We are experimenting

with anticipating shoppers' questions based on the web page they've landed on. We consider this "augmented intelligence."

In addition to AI advancements, 1-800-Flowers also has been an early adopter of new mobile technologies, such as accelerated mobile pages (AMP) and progressive web apps (PWA). These new mobile experiences are designed to inherently improve the customer experience by improving page load time exponentially, and offer app-like features without the need to download an app. 1-800-Flowers rolled out the AMP experience over the summer, and the PWA was scheduled for rollout in December 2017. The company also is in the process of rolling out an international PWA experience.

SILVER



**Brands-store banners:**  
CVS Health, Inc., CVS Pharmacy



**Number of stores:** 9,600



**Annual revenue:** \$177 billion



**Web site:**  
[www.cvs.com](http://www.cvs.com)

## TECHNOLOGY INNOVATION

# Beaconing Drives Personalized Messaging At CVS Health

CVS is working on modernizing and revolutionizing the digital shopping experience for all customers. The primary objective is to produce a fundamentally differentiated personalized shopping experience across all channels. The retailer has implemented beaconing code across the CVS site to deliver customers highly personalized shopping experiences. This includes trending areas, personalized recommendations based on past purchase activity across all channels, and personalized user experiences with content, merchandising and advertisement zones.

CVS is working with GroupBy to further monetize banner space and ad and promotional zones. A visual navigation

experience enables a frictionless path to purchase for CVS shoppers when looking at products with high variance (i.e. cosmetics). In the near term, GroupBy and CVS will jointly create an omnichannel delivery/pickup integration. The teams will provide the ability for shoppers to have curbside delivery for their products. Customers also will be able to split their delivery within specific baskets (i.e. deliver the cough medicine to my work now, and deliver the remainder of my products to my house later today).

“**A visual navigation experience enables a frictionless path to purchase for CVS shoppers when looking at products with high variance.**”

GOLD



 **Brands-store banners:**  
TechStyle Fashion Group, Inc.,  
including Fabletics, JustFab,  
ShoeDazzle, FabKids

 **Number of stores:** 18

 **Annual revenue:** \$700 million

 **Web site:**  
[www.techstyle.com](http://www.techstyle.com)

## SOCIAL STRATEGIES

# TechStyle Uses Chatbot Analysis To Improve Customer Satisfaction

TechStyle Fashion Group adopted conversational commerce capabilities in 2017 to enhance customer care efforts. By analyzing the data gathered through the members' interaction with the Facebook Messenger chatbot, the TechStyle Fashion Group has quickly realized that member interaction through the channel is not just about liking a product picture or tracking a package. They recognized that their members were talking to them through Messenger and, as such, their chatbots' communication needed to continue to evolve based on this data to deliver personalized answers.

Through the data gathered from these interactions, TechStyle continues to

evolve its chatbot offerings, enhancing the ability for the chatbot to answer as many of their members' needs in an automated fashion as possible, or to escalate to a live customer care representative for further service. By pushing the limits of what's possible today, the company has been able to achieve an unprecedented 70% automation of customer inquiries received in Facebook Messenger.

TechStyle's implementation of chatbot technology in Facebook Messenger is powered by Linc Global, a customer care automation platform. Through this implementation, TechStyle has seen a minimal opt-out rate of less than 1%.

SILVER

# Glossier.



**Brands-store banners:**  
Glossier



**Number of stores:**  
1 showroom in New York City;  
regular pop-ups globally



**Annual revenue:** N/A



**Web site:**  
[www.glossier.com](http://www.glossier.com)

## SOCIAL STRATEGIES

### Influencers Help Increase Sales And Awareness At Glossier

In 2017 Glossier launched an affiliate program for its most active and influential community members, allowing them to sell products to their friends and followers in exchange for a cut of the profits, as well as sneak previews of products and trips to New York to visit Glossier. The program helped generate 7% of the brand's annual revenue in just a few months.

Glossier started as a successful beauty blog, Into the Gloss, and the publication remains a strong content vertical that allows the company to both market and gain feedback for Glossier's new and existing products. The brand has more than 870,000 followers on Instagram, and 70% of online sales and traffic comes through peer-to-peer referrals.

Glossier's support agents, called "Editors", have full access to the company's CRM and customer information through Kustomer software — including NPS and purchase history — giving them a holistic view of the customer. Looker is the backbone of the Glossier analytics program, giving them a rich understanding of customer behavior on the front- and back-end. The solution unites data from multiple systems, including Kustomer. The analytics and CRM programs are currently expanding across channels to text, email, messenger and more.

“**The brand has more than 870,000 followers on Instagram, and 70% of online sales and traffic comes through peer-to-peer referrals.**”

GOLD



 **Brands-store banners:**  
Walmart Canada

 **Number of stores:** 405+

 **Annual revenue:** N/A

 **Web site:**  
[www.walmart.ca](http://www.walmart.ca)

## MOBILE STRATEGIES

# Walmart.Ca Increases Mobile Revenue 13% By Tailoring Experiences To Customer Needs

In order to improve the customer experience for the more than 600,000 daily visits to Walmart.ca, the Walmart Canada Site Optimization team was largely relying on quantitative data, such as transactional data from analytics and A/B testing. The team found that it was running lots of tests, but the results were not leading to long-term positive outcomes.

The Site Optimization team turned to the UserTesting platform to more frequently gather qualitative customer insights. In addition to the transactional data and analytics they had previously focused on, they relied on this human data to better understand and secure more meaningful information about their customers to improve customer engagement.

By pairing quantitative data with qualitative data, the team was able to achieve a more streamlined, data-driven decision-making process, to focus on making site updates with the greatest impact to customer engagement. Recordings of customer feedback yielded the input they needed to improve the site experience. In one example, these efforts resulted in a 13% increase in mobile revenue. The team found they were leaking mobile traffic in one section of the site simply because customers wanted to see products presented in a different way visually.

**“By pairing quantitative data with qualitative data, the team was able to achieve a more streamlined, data-driven decision-making process.”**

SILVER



 **Brands-store banners:**  
Adore Me

 **Number of stores:** 0

 **Annual revenue:** N/A

 **Web site:**  
[www.adoreme.com](http://www.adoreme.com)

## MOBILE STRATEGIES

# Mobile Innovation Drives Loyalty At Adore Me

The Adore Me mobile app was launched in 2014, and today, just three years later, 80% of the retailer's traffic comes from mobile. More than half of the customers that start their journey on a mobile browser end up downloading the Adore Me app. Customers using the app spend more and see twice as many page views compared to customers using the web browser. Additionally, app users have a 10% higher lifetime value.

With a state-of-the-art transition between web browser and app, Adore Me can recognize user credentials on any device they use, and thus optimize the way the brand interacts with its customers across all platforms. This means that if a customer looks at a certain product on mobile, the retailer

can engage with her through desktop. The app is optimized for mobile usage which makes it easy to browse, complete a purchase and pay for it. It features a Tinder-style swipe as a checkout process that can be completed in less than 30 seconds.

Adore Me is constantly innovating with new technology. The company recently implemented a hybrid-bot on its web site. The hybrid-bot enables Adore Me customers to receive live support via messaging platforms.

“ **More than half of the customers that start their journey on a mobile browser end up downloading the Adore Me app.**”



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