Customer Engagement Awards

2019

TABLE OF CONTENTS
Customer Engagement Awards

Customer Engagement Awards 2019

10 Retailers Win 2019 Customer Engagement Awards

In 2019, retailers and brands are driving customer engagement with a variety of strategies, focused on cross-channel operational efficiencies, mobile, data insights and more. They realize the value in getting to know their customers, including how they want to research, purchase and receive items. Plus, the experience of shopping is becoming more important to secure a long-term relationship with consumers.

This year, *Retail TouchPoints* is recognizing 10 retail companies that are reaching these lofty goals using a variety of technologies and strategies. The winners are embracing mobile apps, cloud-based solutions, last mile strategies and more.

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

1. Embracing the physical-digital connection;
2. Customer data analysis;
3. Mobile tools; and
4. Operational success.

Winners include large and small retail companies and brands in a variety of industry segments, from cosmetics and jewelry to sportswear and outdoor gear.

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

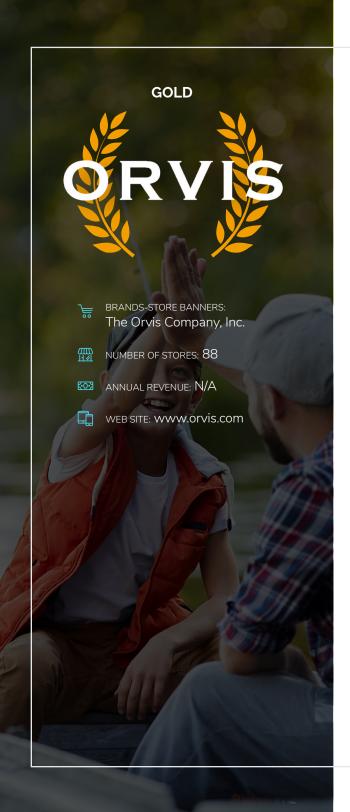|	
Ashley Stewart	Grove Collaborative
ASICS	Lamps Plus
Benzer Pharmacy	Nike
Brooks Brothers	The Orvis Company, Inc.
e.l.f. Cosmetics	Pura Vida Bracelets

Join us in congratulating all 10 winners!

Debbie Hauss
Editor-in-Chief

ORVIS

BRANDS-STORE BANNERS:
The Orvis Company, Inc.

NUMBER OF STORES: 88

ANNUAL REVENUE: N/A

WEB SITE: www.orvis.com

CATEGORY: CUSTOMER EXPERIENCE STRATEGIES

Orvis Sees Double-Digit Order Lift With ROPIS

As one of America's first mail-order outfitters, Orvis has successfully embraced Ship-from-Store for over 160 years — long before it was recognized as an omnichannel strategy. Today, Orvis is embracing the latest technologies and practices, connecting the physical-digital experience to satisfy customers. Orvis currently is testing reserve online/pick up in store (ROPIS) with great success. "This gives us the opportunity to make sure we have a highly relevant experience for the customer — not just with the product they ordered, but with the service they receive when visiting the store to pick up their item," said Lisa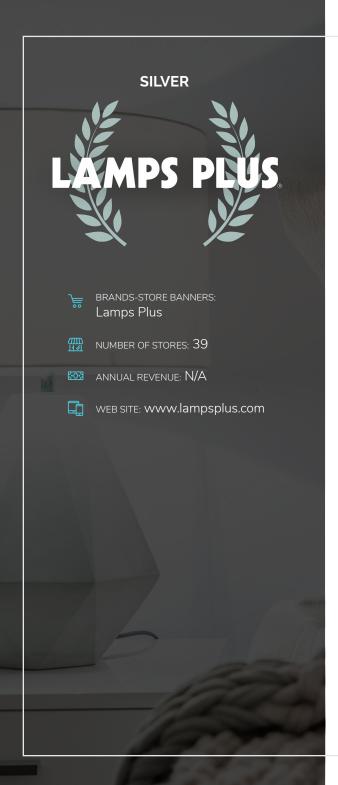 Lavin, Director of Customer Experience. "We are seeing a double-digit lift in order size. It also helps with breaking down silos — digital budgets' paid search ads are now tied to a transaction."

To help with its latest initiatives, Orvis has engaged with a number of solution partners, including:

- Topbox for customer experience analytics;
- Bizrate to track and measure Net Promoter Score (NPS);
- Bazaarvoice to monitor product reviews; and
- Aptos for endless aisle capabilities.

> " Digital budgets' paid search ads are now tied to transactions at Orvis.

LAMPS PLUS ®

BRANDS-STORE BANNERS:
Lamps Plus

NUMBER OF STORES: 39

ANNUAL REVENUE: N/A

WEB SITE: www.lampsplus.com

CATEGORY: CUSTOMER EXPERIENCE STRATEGIES

Lamps Plus Updates Survey Efforts To Improve Customer Satisfaction

Lamps Plus is re-energizing its focus on customer feedback in order to provide an exceptional customer experience. The retailer has revamped its in-store survey efforts, creating shorter, simpler post-purchase surveys. Every customer receipt now features a short URL survey link, and every shopper receives a survey link via email as well.

Following the survey update, Lamps Plus now receives "thousands of responses a month," according to Terre Wellington, SVP of Store Operations, Internet and HR.

Lamps Plus also has been able to capitalize on the survey responses by adding real-time feedback into the process. Within 15 minutes of a customer providing feedback, store managers are notified via phone of the top-rated and lowest-rated responses. If a customer mentions how well a store associate helped them, the manager can provide positive feedback within the hour of the sale. If a customer had concerns that weren't addressed, store managers can contact the customer — often within the hour of their visit. All this has provided new channels and new ways to ensure customers are happy with their store experiences.

> " Within 15 minutes after a customer completes a survey, Lamps Plus store managers receive the top-rated and lowest-rated responses.

NIKE

🛒 BRANDS-STORE BANNERS:
Nike, Nike House of Innovation

🏪 NUMBER OF STORES: 1,182 (worldwide)

💰 ANNUAL REVENUE: $34.35 billion

📱 WEB SITE: www.nike.com

CATEGORY: MOBILE STRATEGIES

Nike Merges Mobile App With Innovative In-Store Services

In conjunction with its new Nike House of Innovation store in New York City, Nike is making the most of its mobile app to help solidify the customer experience.
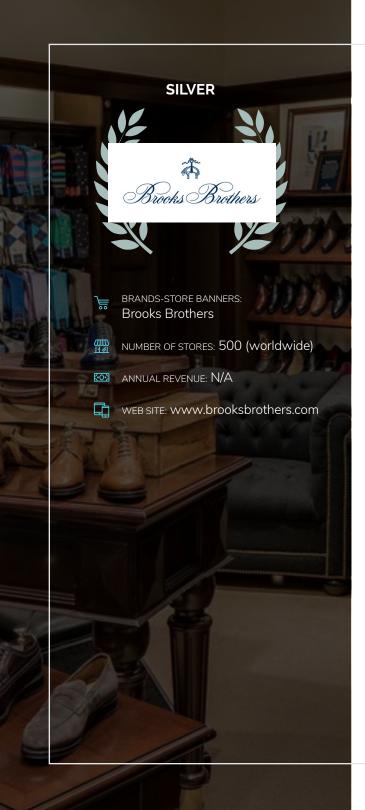
Shoppers can use the Nike App in the store to;
- Scan product barcodes to request additional sizes;
- Schedule appointments with team members;
- Reserve product to be ready before traveling to the store;
- Authenticate product pickup;
- Facilitate payment;
- Request additional sizes for an item;
- Retrieve product information; and
- Shop the mannequins.

Cues to download the app can be found throughout the store, including QR codes that can be scanned to initiate installation. What differentiates this app is that it brings the entire store experience to life, by giving customers the key to unlock their own House of Innovation experience that continues long after leaving. Customer activity on the app can be used to help make product recommendations and/or personalized wardrobe selections based on a specific event or shopper needs.

Additionally, the House of Innovation features "The Speed Shop," which is an entire floor that leverages data to select and stock the top 20 Men's and Women's items that are favorites of local shoppers. The selection changes every two weeks.

> "Customer activity on the Nike app can be used to help make product recommendations and/or personalized wardrobe selections based on a specific event or shopper needs.

Brooks Brothers

CATEGORY: MOBILE STRATEGIES

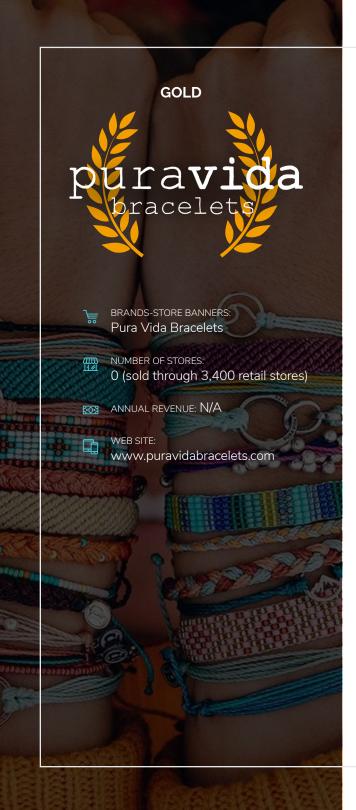# Brooks Brothers Empowers Associates With Concierge App

In an effort to bring together experiences into a singular customer-centric consultation, Brooks Brothers is rolling out the Concierge application from Mad Mobile in stores in 2018 and 2019.

In-store, Brooks Brothers associates are able to create more effective and personalized fitting sessions through their mobile access to a customer's profile, their online wish list and notes about the customer's preferences. Having access to the full Brooks Brothers catalog allows associates at all stores to shop together with customers on Brooks Brothers iPads and purchase items that are not currently in stock, to be shipped directly to the customer. The new Concierge application allows

Brooks Brothers to store specific customer data, resulting in a better overall customer experience. Brooks Brothers store associates are empowered to establish long-term relationships with key customers based on data about their preferences, behaviors and purchases.

> " The new Concierge app allows Brooks Brothers store associates to have access to customer profiles, online wish lists and notes about customer preferences.

puravida bracelets

BRANDS-STORE BANNERS:
Pura Vida Bracelets

NUMBER OF STORES:
0 (sold through 3,400 retail stores)

ANNUAL REVENUE: N/A

WEB SITE:
www.puravidabracelets.com

CATEGORY: CROSS-CHANNEL STRATEGIES

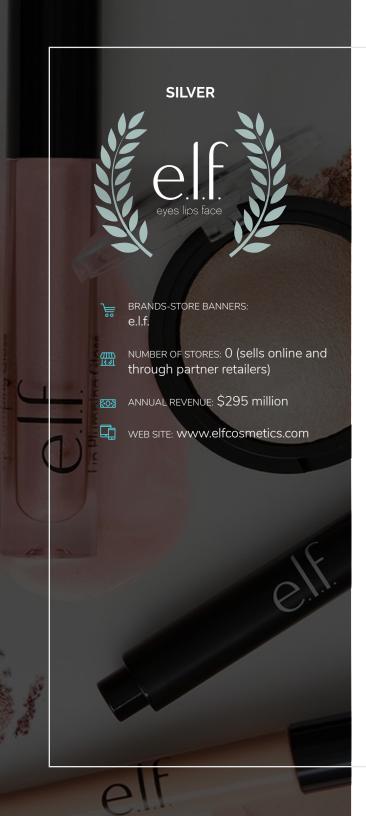# Pura Vida Merges Social And In-Person Strategies To Boost Engagement

Pura Vida has realized the value of cross-channel marketing efforts. The jewelry retailer has combined social media and in-person events to solidify customer engagement.

In 2018, the company implemented a tiered structure to its social media efforts on Instagram: reps now earn different incentives based on how much business they help generate. When a consumer clicks through to the Pura Vida web site through Instagram or a referral link from a rep, they're greeted by a digital game where users submit their email to spin a wheel and win a prize, such as a discount off their first purchase.

Pura Vida also uses in-person events to engage shoppers. Using Airstream trailers, the brand partners with local venues and businesses to create fun and "Instagrammable" moments. "We're not selling the product, we're selling the experience," said Griffin Thall, CEO. But eventually, those in-person events do turn into web site traffic.

Once web site visitors convert, Pura Vida strives to re-engage and activate these customers to generate a higher lifetime value. On the marketing side, the brand uses Bluecore to leverage a variety of behavioral trigger emails, such as cart abandonment messages and new arrival alerts based on past purchases and browsing behaviors.

> " Using Airstream trailers, Pure Vida partners with local venues and businesses to create fun and 'Instagrammable' moments.

🛒 **BRANDS-STORE BANNERS:**
e.l.f.

🏬 **NUMBER OF STORES:** 0 (sells online and through partner retailers)

💰 **ANNUAL REVENUE:** $295 million

📱 **WEB SITE:** www.elfcosmetics.com

CATEGORY: CROSS-CHANNEL STRATEGIES

e.l.f. Cosmetics Moves The Needle On Personalization

Delivering a first-class customer experience starts with building a complete customer view across all channels with customer data. By combining Salesforce Commerce Cloud, Service Cloud and Marketing Cloud, e.l.f. is delivering a personalized, responsive experience to its customers. In addition, e.l.f.'s new e-Commerce experience, driven by Salesforce Commerce Cloud, enables in-cart coupons and in-cart product recommendations driven by Commerce Cloud Einstein's powerful predictive AI capabilities — based upon customers' site behavior.

This cross-cloud solution brought a new level of efficiency to the e-Commerce team at e.l.f. Cosmetics. Resources that were once dedicated to customer service case resolution are now dedicated to driving new customer loyalty programs, such as Beauty Squad — a program that rewards customers with points that unlock up to three different tiers of exclusive benefits.

The AI-driven e-Commerce initiatives have not only increased sales through Predictive Sort, but have uncovered previously hidden customer data, such as product purchase trends and other buying habits. This pursuit of a holistic customer view has resonated with consumers, resulting in a conversion increase (on par with Black Friday averages) and a 50% decrease in daily customer service tickets.

> " The AI-driven e-Commerce initiatives have not only increased sales through Predictive Sort, but have uncovered previously hidden customer data such as product purchase trends and other buying habits.

GOLD

BENZER PHARMACY ®
GET BETTER WITH BENZER

BRANDS-STORE BANNERS:
Benzer Pharmacy

NUMBER OF STORES: 90+

ANNUAL REVENUE: N/A

WEB SITE:
www.benzerpharmacy.com

CATEGORY: OPERATIONAL SUCCESS

Benzer Pharmacy Reduces Costs Through Operational Efficiencies

With more than 90 stores in 23 states, Benzer is operating in the competitive pharmacy space, so operational efficiency is key.

The latest initiative implemented by Benzer Pharmacy was to centralize and upgrade the retail management systems across the board. The system migration and subsequent adoption of the Sage X Cloud Business Enterprise System from QuickBooks offered more efficient services that could streamline payroll, accounting processes and operations.
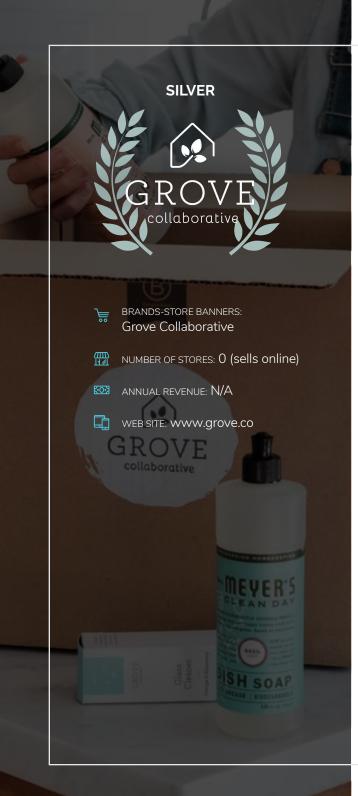
The new RX 30 POS system offered the potential of tremendous synergies, once it was implemented in the operations and Net Rx AR system to streamline accounts receivable. A key reason contributing to this transition was the system's real-time data analytics capabilities, which effectively coordinate pharmacy orders by analyzing ordering habits.

The hub-and-spoke distribution model was adopted for data sharing information. Benzer Pharmacy achieved inventory control by almost nullifying expired medications in inventories, increasing gross incomes by reducing costs by at least $100,000. All the purchases made by the local pharmacies are reviewed by the inventory analyst to optimize profits.

> " Benzer Pharmacy achieved inventory control by almost nullifying expired medications in inventories, increasing gross incomes by reducing costs by at least $100,000.

BRANDS-STORE BANNERS:
Grove Collaborative

NUMBER OF STORES: 0 (sells online)

ANNUAL REVENUE: N/A

WEB SITE: www.grove.co

CATEGORY: OPERATIONAL SUCCESS

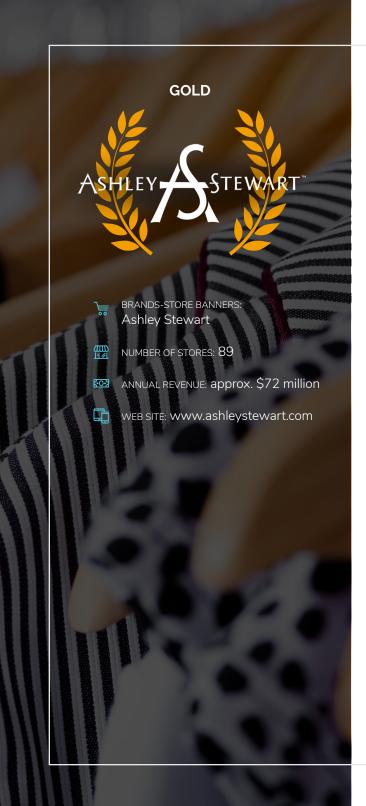# Grove Collaborative Improves NPS 9.4% With Improved Shipping Practices

Grove Collaborative discovered that it was imperative for its Customer Happiness Team to let customers know ASAP what was going on with their shipments. However, internally, communicating with carriers to solve issues was time-consuming and costly — in some cases the team could be on hold for more than an hour to fix a single issue. Their goal was to eventually proactively prevent customer complaints by addressing the most common causes of delivery issues.

In May 2019, Grove deployed Convey's Engage solution to provide a real-time uniform view into all its shipping issues across all carriers. Engage enabled just 70 customer support people to handle 110,000 points of contact in a single month. Within six months, Grove's NPS score rose by 9.4%.

The efficiencies gained by having structured workflows and real-time ability to take action have been significant: Grove has saved $65 per damage claim and $23 per incorrect address by connecting the dots between package, carrier and customer. They've also seen a 77% increase in response time and a 50% reduction in damaged shipment tickets, resulting in a savings of $4 per ticket.

> Grove has saved $65 per damage claim and $23 per incorrect address by connecting the dots between package, carrier and customer.

ASHLEY STEWART™

BRANDS-STORE BANNERS:
Ashley Stewart

NUMBER OF STORES: 89

ANNUAL REVENUE: approx. $72 million

WEB SITE: www.ashleystewart.com

CATEGORY: DATA ANALYSIS

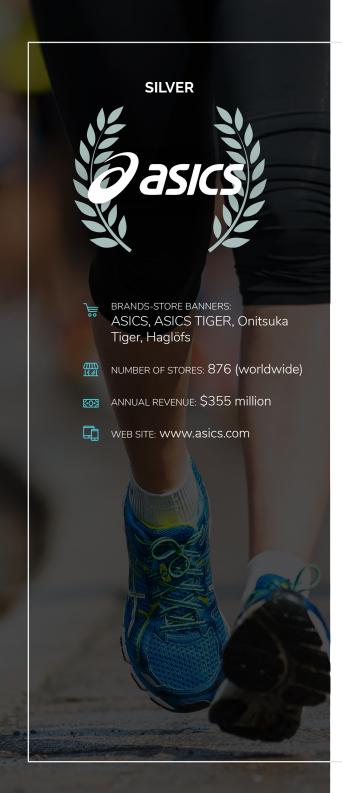# Ashley Stewart Boosts Sales By Leveraging Customer Data

With the help of a customer data platform that aggregates information about both digital and in-store shopping activity, Ashley Stewart has been able to leverage that activity into increased sales and revenue. For example, using the AgilOne customer data platform, the retailer provides customers with easy access to their spending totals during its "Diva Dollars" promotional periods. "The consumers earn 'Diva Dollars' for a 45-day period, and then can spend them during a four-day period," explained Julie Daly, VP E-Commerce at Ashley Stewart.

Ashley Stewart aggregates each customer's Diva Dollars spend and makes it available to shoppers via text, email or on a web page.

"We have even added our payment tender to AgilOne, because the most important customer we have is the woman who has opened an Ashley Stewart branded credit card," said Daly. "They account for 40% of our tender share." The retailer also uses AgilOne to create the digital audiences for special promotions such as Shoes Day Tuesday. Ashley Stewart then works with Criteo to retarget these audiences on platforms including Facebook.

With improved understanding of customer activity and behavior, Ashley Stewart has significantly increased its percentage of cross-channel shoppers, from 10% up to 40%.

" With improved understanding of customer activity and behavior, Ashley Stewart has significantly increased its percentage of cross-channel shoppers, from 10% up to 40%.

BRANDS-STORE BANNERS:
ASICS, ASICS TIGER, Onitsuka Tiger, Haglöfs

NUMBER OF STORES: 876 (worldwide)

ANNUAL REVENUE: $355 million

WEB SITE: www.asics.com

CATEGORY: DATA ANALYSIS

ASICS Increases Global Revenue By Unifying Data Across Brands

With multiple regions, each of which operated up to seven different systems for daily business, global unification and growth became painstakingly manual and inefficient for ASICS.

Since replatforming to Salesforce Commerce Cloud, ASICS has taken full advantage of the customer data now available to the brand, transforming the e-Commerce site as well as global in-store merchandising strategies. AI-Driven Product Recommendations has enabled access to insights never previously available for ASICS. Trends and buying behaviors can now be identified automatically, and surfaced in assortments that give ASICS buyers and merchandisers the data they need to offer products to the right consumer at the right time and place.

Results include:

- 16% revenue increase across all brands YOY (Q1 2017 – Q1 2018);
- 20% revenue increase in Onituka Tiger brand YOY (Q1 2017 – Q1 2018);
- 4.5% increase in conversion rate;
- 30% e-Commerce page load time decrease;
- 7+ systems integrated in each region; and
- 1000% revenue increase in Haglöfs brand.

ASICS also integrated existing systems in Europe, engaging with Mulesoft Anypoint Platform to tie in the input/output data streams, in order to surface data to the e-Commerce and marketing business. These systems included PFS Web, SAP CAR, Salsify, inRiver, intwine, Scene7 and more.

> " AI-Driven Product Recommendations has enabled access to insights never previously available for ASICS.

Learn More...

retail TouchPoints®

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 three weekly newsletters, insightful editorial blog, special reports, webcasts, exclusive benchmark research, 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.

1.888.603.3626
info@retailtouchpoints.com

convey

With delivery expectations skyrocketing, brands cannot leave the critical last mile to chance. Convey's Delivery Experience Management platform combines real-time visibility, post-purchase experiences, and advanced insights and analytics to create a solution uniquely capable of perfecting last mile delivery. Supply chain and customer experience leaders including Neiman Marcus, Jet.com, and Eddie Bauer rely on Convey's software and expertise to take action to ensure shoppers get their orders how and when they want, resulting in happier, loyal customers and a lower cost to serve. Learn more about Convey at: www.getconvey.com.

602.842.2788
info@getconvey.com

You Might Also Like...

Retail's New Mission: Bridging The Experience Gap In Brick-And-Mortar Stores

Top 10 Stories of 2018: Mobile and Personalization Take The Lead In The Digital Revolution

How Investments In Customer Acquisition & Retention Deliver Strong ROI