

Managing the Development and Launch of a Clienteling Application for a National Retailer

The client is a national fashion retailer known for its mix of classic and modern designs for all ages. As a well-established, household name in the clothing industry, the client has developed a loyal and sizable customer base and is known for incredible in-store customer service.

To provide a top-notch customer experience and ensure that patrons get the most accurate and up-to-date information during their visits, associates have several data sources at their disposal. However, navigating between all these systems to track down information and answer questions in real time has created a disjointed and inefficient associate-customer interaction.

The store operations team sought a streamlined solution to bring customer, product, inventory, and pricing data into a “one-stop-shop” application that associates could use to efficiently engage with customers in-store. Clarkston Consulting was engaged to provide project management support for the design, development, and launch of the in-house clienteling application.

As a result of this engagement, the Clarkston team supported the full lifecycle of the project to provide a minimum viable product (MVP) within 90 days of project start and ahead of the peak season. Once the MVP was launched, the Clarkston team worked with business stakeholders to set a roadmap for app enhancements and oversaw these efforts in a project management capacity for over a year post go-live.

Retail Case Study

PROJECT OVERVIEW



INDUSTRY:



Retail

PRODUCT AND SERVICES:



Specialty Retail/Apparel

PRIMARY OBJECTIVES:

- Streamline associate exposure to customer and product data by providing a single information repository instead of multiple touchpoints
- Create efficiencies in associate-customer interactions by minimizing the need to navigate across several systems to respond to customer inquiries
- Equip associates to more thoughtfully engage with customers by bringing key customer details front-and-center on in-store devices
- Decrease inconsistencies in associate access to inventory and pricing data

RESOLUTION:

- Explored advantages and disadvantages of various mobile application platforms to select a solution best suited to the client's requirements
- Partnered with key stakeholders to map the MVP functionality of the application
- Carefully managed scope throughout development and QA process to adhere to the strict timeline
- Proactively demoed functionality throughout sprint cycles to get real-time feedback from the store operations team
- Piloted the application in a few stores to get end-user input ahead of the fleet-wide release
- Oversaw monitoring and troubleshooting of the app release during peak holiday season

KEY BENEFITS:

- Simplified access to in-store and online pricing and inventory
- Unlocked visibility to never-before-accessed customer purchase activity and preferences
- Removed roadblocks to promote more seamless associate-customer communication

KPIs

- Met an ambitious timeline to get to MVP within 90 days
- Successfully translated existing functionalities from other data sources and 3 new capabilities into MVP
- Launched the application in 400+ stores across multiple brands ahead of the holiday peak

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