

Challenge

How could a single physical store provide customers with every size, style and color of clothing and footwear in its inventory? A unique pop-up store in Gothenburg, Sweden - opened by a pair of retailers for just one month in late 2018 - wanted to do just that, hoping to improve sales, reduce returns, decrease costs and enhance the customer journey.

Solution

After trying on items in comfortable, attractive surroundings, customers at The Fitting Room apparel store used four interactive Elo touchscreens to scan the RFID-tagged products. They then selected the desired size and color for delivery to their home. Staff were freed from stock control duties, allowing them to advise customers and provide a human connection during the shopping and purchasing experience.

Benefit

The store stocked only one example of each item in each size, and only the right shoe of each pair. This considerably reduced the storage and display space typically needed. The combination of changing rooms, well-informed staff, and the complete virtual inventory of an e-commerce platform (via Elo touchscreens) allowed The Fitting Room to offer a better customer experience via an optimized business - creating a convincing blueprint for the stores of the future.

A Store Fit for the Future

Case Study - The Fitting Room



Elo
Commercial-grade
Touchscreen Signage



Physical Meets Digital

While online shopping is vital for businesses in every sector, research shows that the first choice of consumers of all ages is to go to a brick-and-mortar store. The Fitting Room, a month-long pop-up concept at a mall in Gothenburg, Sweden harnessed the scale and scope of a fully digital online interface and placed it within the familiar setting of a traditional shop. Elo's touchscreens were a crucial part of the project's success. The store, measuring just 63 square meters, showcased two premium apparel retailers: Sneaky Steve, a shoe specialist, and Wacay, a clothing brand. Just one example of each item and only the right shoe of each pair were kept on the premises, reducing the amount of storage and display space

required and freeing employees from stock duties. Two members of staff were on hand at all times to interact with shoppers and offer support where needed.

“Compared to more traditional store concepts where I’ve worked,” said store associate Bernth Carning, “ at The Fitting Room I could handle several customers simultaneously without leaving anyone behind. I had all test products, inventory information and product information available on the touchscreen. At first I thought the concept would appeal specifically to the younger consumer, but I now understand the concept appeals to a broad set of consumers.”

At Your Fingertips

The set-up meant customers could easily find their chosen style or size without trawling through dozens of products, try them on in comfortable surroundings, then scan the RFID-labeled products at Elo touchscreens at their own pace. The self-service kiosks allowed them to look up information about the product, learn about the designers, choose from other sizes and colors, and immediately complete their purchase on screen using credit or debit cards or smartphone. Products were then shipped just like an online order. Another touchscreen in the center of the space allowed customers to browse the inventory.

Måns Månsson, CEO and founder of Sneaky Steve, said the touchscreens displayed the product images well, reinforcing the brand’s value to the customer. “They easily can see where it was produced and which company produced it, what leather we used...everything. And of course, the image of the brand.”

Fewer Returns, Reduced Costs

All items kept in stock were for try-on purposes only. Just one-tenth of normal stock levels were needed. And orders were delivered within one or two days, and there was also an option to collect items from the nearby Sneaky Steve warehouse. During the month the pop-up store was open, Wacay and Sneaky Steve saw their online sales increase by 43%. And because customers had the chance to try on, feel, and compare products before ordering on screen, returns dropped by 89%. In Sweden, stores expect up to 30% of purchases to be returned. But at The Fitting Room this figure was less than 1%, further reducing the two retailers’ costs. The project was created and managed by tech companies Touchtech and Vertiseit, specialized in the digital transformation of physical retail, and comprised a roster of retail technology providers. The insights gained from The Fitting Room will feed into future experiments aimed at bringing the digital and physical shopping experience closer together.

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