

Global fashion retailer achieves 98%
inventory accuracy and
enhances the customer
experience with gStore



The Challenges:

So many apps, so little visibility and control

The customer wanted to bring its store experience into the future but was held back by an overabundance of disparate store operations tools. Furthermore, the retailer needed more visibility into its network of stores to leverage sales and inventory data effectively.

As a result, the customer experienced:

- ▶ Low inventory accuracy
- ▶ Long lines for assistance and checkout
- ▶ A lack of omnichannel and personalization capabilities in stores
- ▶ Poor communication between the head office and stores
- ▶ An inability to monitor and utilize advanced analytics based on store activity

The business needed a way to connect stores and gain access to up-to-date information about each location's inventory to strengthen its omnichannel offerings. It also wanted to unify the functions of its store ops tools into a singular application to improve the efficacy of store associates and managers.

About

This fashion retailer has found success across Europe, Asia-Pacific, The Americas and the Middle East. Today, the brand has 200+ stores, spanning numerous physical and online markets.

Geography: Global

GreyOrange Solutions: gStore

Deployment Specs:

- ▶ Live in 100 stores; Will be live in over 220 stores by Sept. 2024
- ▶ Connected IoT devices
 - Smart mirrors
 - Sled scanner
 - Salesfloor scanners
 - Stock room scanner
- ▶ Integrated with overhead RFID readers
- ▶ Project start to go-live within four months (per location)

GreyOrange Projected Impact

- ▶ 98% inventory accuracy, updated every 10 minutes
- ▶ Item location precision within 3 ft
- ▶ 5% sales increase
- ▶ 45% productivity increase



The Solution:

A single platform for AI and RFID-driven inventory management, omnichannel fulfillment and workforce optimization

To meet these challenges, the customer decided to deploy GreyOrange's gStore platform. gStore, an end-to-end store execution and retail management solution, replaced the retailer's disparate tools as a new foundation for digital capabilities. The AI and RFID-powered application gives the customer's stores the ability to:

- ▶ Align store associates and managers with an all-in-one app that helps both succeed in their roles
- ▶ Track inventory across locations using RFID
- ▶ Streamline communications between stores, including inventory sharing for enhanced omnichannel functionalities
- ▶ Offer a variety of payment options, personalized styling recommendations and faster checkout from anywhere in the store
- ▶ Improve personalization through the use of IoT devices
- ▶ Move from project start to go-live at new locations within four months



The Impact:

A better buyer's journey no matter where consumers take the first step

Using gStore, the retailer took its customer experience to the next level. The application's features made it easier for the company to manage omnichannel demand while also enabling the use of IoT devices like smart mirrors to improve the way customers shop. gStore has also improved workforce efficiency and unlocked insights into shopper habits. The application is currently deployed at 100 stores, and the customer plans to deploy it at numerous additional locations shortly.

Deployment results:

98%

inventory accuracy with location precision within 3 feet.
Updates every 10 minutes

5%

increase in sales

45%

increase in worker productivity

60%

of walk-in customers assisted by floor associates

Real-time planogram updates