

*Fashion Retailer  
Elevates Customer Experience,*

**Boosts Conversion Rate  
and Increases Inventory  
Accuracy to 98%**



## The Challenges:

Before deploying gStore, the retailer faced several challenges:

- ▶ **Lack of Inventory Visibility:** Inventory accuracy was limited to 80%, which constrained sales opportunities.
- ▶ **Manual Audits:** Quarterly audits were time-intensive and inefficient.
- ▶ **Frequent Stockouts:** Low back-to-front replenishment rates impacted product availability.
- ▶ **Analytics Gap:** Limited insights into product movement and sales trends restricted data-driven decision-making.
- ▶ **Sales Potential:** Stores missed opportunities to boost sales and conversion rates across various categories.

### About the Customer

With over 300 stores across North America, this fashion retailer's brands deliver a seamless omnichannel shopping experience for style-conscious consumers.

**Geography:** North America

### Deployment Specs:

- ▶ Live in 58 stores - the solution will be rolled out to 200 more in the near future
- ▶ Integrates with both overhead RFID readers and handheld scanners
- ▶ Seamlessly incorporates smart fitting rooms and Electronic Article Surveillance (EAS)
- ▶ Deployment Speed - 2 stores live per week

### Impact to Date:

- ▶ 98% inventory accuracy with location precision of 3-6 ft.
- ▶ 4% increase in conversion rate
- ▶ >40% boost in productivity





## The Solution:

The retailer deployed gStore, a retail SaaS platform that delivers real-time inventory management and actionable insights.

### Key Functionality

- ▶ **Real-time inventory tracking** - Overhead RFID technology provides precise, up-to-the-minute inventory visibility across all store locations.
- ▶ **Auto-replenishment** - Real-time alerts ensure the right products are always available on the sales floor.
- ▶ **Intelligent tasking** - Optimized workflows and auto-generated tasks streamline operations and empower store associates.
- ▶ **More effective conversion** - Improved inventory accuracy led to noticeable sales growth across high-volume and other store locations.
- ▶ **Simplified operations** - A unified platform reduced manual processes and enhanced efficiency.
- ▶ **Data-driven insights** - Advanced analytics enabled smarter decisions about inventory and sales strategies.
- ▶ **Improved visual merchandising** - Actionable insights allowed for better seasonal and promotional displays.
- ▶ **Omnichannel fulfillment** - gStore set the foundation for managing Buy Online, Pickup In-Store (BOPIS) and Ship From Store (SFS) orders seamlessly.



## The Impact:

The gStore deployment has already yielded significant improvements:

- ▶ **Inventory Accuracy:** Increased to 98%, with precise location tracking within 3-6 feet, updated in real time
- ▶ **Higher conversion rate:** 4% increase
- ▶ **Productivity Gains:** >40% improvement in operational efficiency
- ▶ **Enhanced Customer Experience:** Store associates are better equipped to assist customers and provide exceptional service