

How embracing Digital Transformation helped a top tier international fashion retailer double their sales

An International Fashion Retailer needed an innovative way to improve both conversion rate and basket value, whilst driving better engagement between their sales staff and in-store customers. The solution was See-watch, our staff performance assistant designed specifically for smartwatches.



seeplus®

SEE-WATCH
STAFF PERFORMANCE ASSISTANT

With See-watch, the Sales Staff is able to:

- ✓ Identify key individual and store performance metrics, such as intra-day goals
- ✓ Receive system notifications, generated by Seeplus Apps, such as cross-selling opportunities, stock information, flash promos, among others

WHAT WE ACHIEVED

↑ 22,8%

Conversion Rate increase

↑ 16,8%

Basket size increase

↑ 6,2€

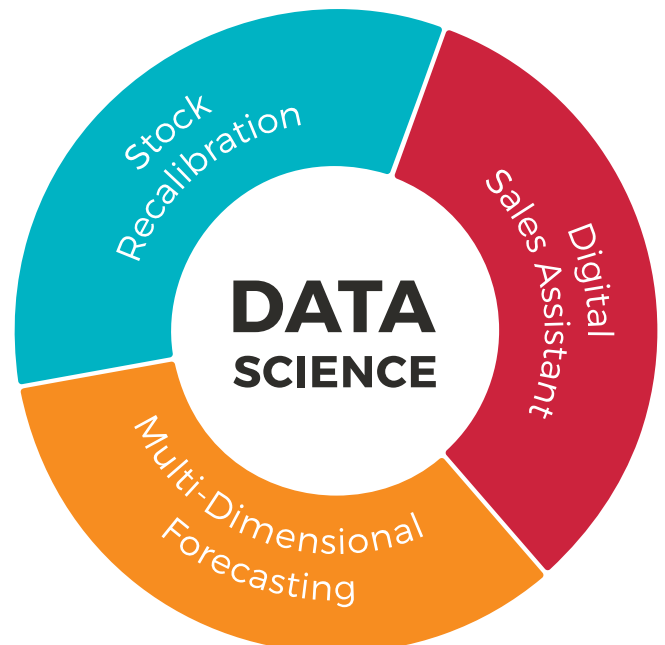
Basket value increase

12 days

ROI

About us

We are a retail innovation company on a mission to democratise data intelligence. We provide data science solutions and digital tools that deliver quantifiable insights and actionable recommendations with direct and sustainable impact on key metrics.



Want to setup a trial? Contact us!
www.inovretail.com

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