

How a leading Portuguese retailer used digital transformation to improve customer satisfaction in the fitting room

MO, Sonae's leading fashion brand, wanted to enhance and improve their customer engagement inside the fitting room, in order to not only understand customer behaviour but also increase their cross-selling opportunities.

The solution was Seewall, our fitting room management system is designed to help customers and retailers alike. It improves the customer experience & it also delivers retailers a new set of metrics.



Know how customers are engaging with the fitting room:

- ✓ Improve upselling & cross-selling
- ✓ Prevent items loss
- ✓ Understand your customers' profile & build loyalty
- ✓ Improve Fitting room service level, answer easily to help requests, engage customer directly & more



WHAT WE ACHIEVED

20% increase in cross-sales

5% increase in fitting room conversion

More than **36000** users in the first 6 months

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

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About us

We are an Innovation Company with a mission to democratize Data Intelligence. We do it with our actionable predictive models and in-store analytics tools, designed to provide quantifiable insights and recommendations to promote sustainable business growth for all Retailers.

