

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 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 designed to help customers and retailers alike. It improves the customer experience and also delivers retailers a new set of actionable metrics.

seeplus® | **SEEWALL**
CUSTOMER DIGITAL ASSISTANT

With Seewall, the Sales Staff is able to:

- ✓ Improve upselling and cross-selling
- ✓ Prevent items loss
- ✓ Understand your customers' profile and build loyalty
- ✓ Improve the fitting room service level, answer easily to help requests, engage customers directly and 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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THE RETAIL INTELLIGENCE COMPANY

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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.

