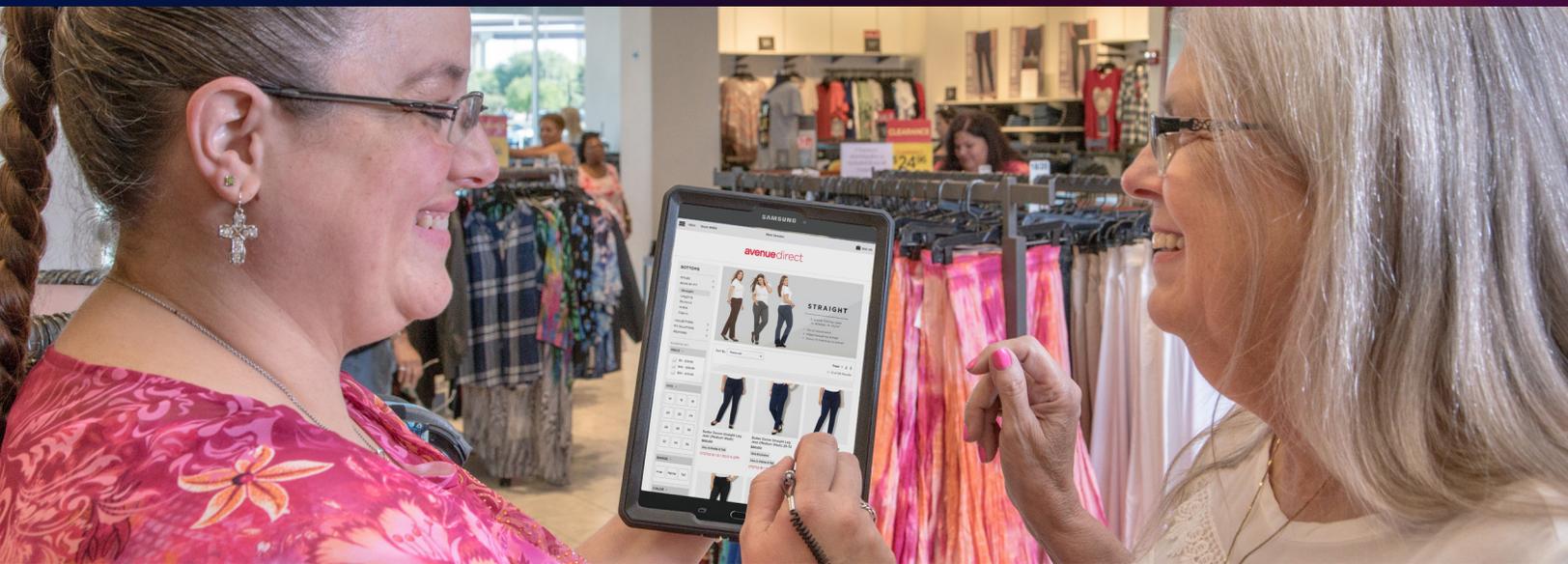


Case Study: Avenue Stores

Samsung Galaxy Tablets Enable Retail Associates to “Save the Sale” and Build Customer Loyalty



avenue
LOVE YOURSELF

Overview

Customer Need

Avenue is a specialty retailer of plus-sized clothing and accessories that aims to fulfill the complete fashion needs of its shoppers. While each store carries several thousand SKUs, it is impossible to carry the entire range at every store. Avenue did not want to disappoint customers or lose the sales to a rival. The company needed mobile tablets that enabled sales associates to showcase the full array of styles and sizes and “save the sale.” The tablets needed to be reliable and affordable for a chain-wide deployment.

Samsung Solution

Avenue outfitted its stores with Samsung Galaxy tablets. The tablet enables sales associates to access a custom-developed app that can search the central inventory, showcase additional styles and colors, and even complete the sale. The Galaxy tablets are housed in a thin, lightweight case with a hand grip so associates have complete mobility to assist shoppers on the sales floor, near the fitting rooms, or at the sales counter.

Results

The Samsung Galaxy tablets have had a significant impact on closing sales. Avenue expected the tablet program to drive two additional sales per week at each store. In fact, the tablets are helping close almost four sales per week. And the average transaction amount is 20 percent higher because customers are ordering multiple items and colors. The tablet has achieved a return on investment in less than three months.

SAMSUNG



Avenue is a national specialty retailer offering fashionable apparel, accessories, and shoes for the plus-sized woman. The growing company operates nearly 300 stores across the country.

As a specialty retailer, Avenue is focused on carrying styles that keep up with customers' busy lifestyles while staying on trend with the season. The company crafts a specialty fit for each piece of clothing, carefully adjusting proportions on petite, tall and extended-size clothing to accommodate the needs of its fashion-conscious shoppers.

Store associates build long-term relationships with customers by providing personalized shopping advice and service that rivals luxury stores.

The Customer Need: Save the Sale at the Moment of Interest

Avenue competes in a highly-competitive specialty apparel retail sector where closing every sales opportunity at the moment of customer interest is critical to the bottom line. Customers who can't locate the desired style, color, or size may leave the store without making a purchase or shop with a competitor.

Avenue strives to be a 'one-stop shop' for all its customers' fashion needs including dresses, casual wear, intimates, accessories, shoes, or seasonal items like boots and coats. But with limited space in the retail store, associates did not have the full breadth and depth of inventory to offer to its customers.

"Depending on the location, a store carries 300-500 styles and 3,500-6,000 SKUs," says Jim Giantomenico, CIO of Avenue. "And while that's a huge assortment, it is only a fraction of our total SKU count. We needed a way to fill this gap in the shopping experience so our customer would not have to leave the store without getting what she wanted."

For sales associates, not being able to take advantage of the entire Avenue inventory posed customer satisfaction challenges. "Our regular customers are on a first-name basis with our associates and count on them to provide great advice on colors, styles and fashions that are best for them," says Cindy Straub, store manager of the Round Rock, Texas location. "So when they shop, they want to see all the colors in a style, not just what's on our sales floor at that moment."

"This is especially the case in categories such as dresses, where we can only carry so much selection at a given time in the stores," states Charlotte Clifton, Western Regional Sales Director. "For seasonal items like boots and coats, our Northeast stores may have a large selection, while our Southern stores may have a limited selection or carry them for a shorter duration."

Avenue needed a technology solution that opened up its entire inventory to every retail location so a customer at their moment of highest interest could see her options. "If we could present an option at the exact moment of need, then we could save the sale," says Giantomenico.

The Solution: Store Associate Tablets to “Save the Sale”

Avenue partnered with SHI, a national value-added reseller, to identify and deploy the best tablet solution for store associates. “After careful consideration, we determined that the best option was a tablet that would be primarily handheld and could also sit on a fixed base,” says Giantomenico. “We wanted complete mobility and flexibility.”

SHI and Avenue evaluated three potential tablet options, testing each at an on-site lab that mirrors a retail location, where executive team members and key store personnel evaluated each for suitability. Affordability was also a key factor, as they planned to deploy the devices to nearly 300 retail locations.

Avenue selected the Samsung Galaxy Tab A with a 9.7” touchscreen. The tablet’s 1024 x 768 resolution screen displays clothing images beautifully. The light weight enables associates to carry the tablet with ease.

“I’ve had great experiences with Samsung in the past,” says Giantomenico. “Plus, the cost was roughly half of what we would have been paying for the other option we were considering.”

SHI also recommended an innovative hand grip system and a stylus pen for ease of use. The Compulocks Grip & Dock solution has a hand grip that enables store associates to carry and use the tablet in both portrait and landscape positions. The hand grip works with a lockable stand for secure stationary use by customers.

The Galaxy Tab runs a custom Avenue app specifically designed for store associates. The app enables inventory search of the main distribution center and displays pricing specific to the local store to ensure pricing alignment. The tablets are used to showcase different colors, different styles, and complementary accessories that may not be in the local store inventory. The tablets can also be used to complete the customer purchase.

Samsung Galaxy Tablet Portfolio

Galaxy Tab S2 9.7” and 8”

A smartly designed, enterprise-ready productivity tool for mobile professionals.



Galaxy Tab A 9.7” and 8”

A powerful business tool for improving mobile workflow efficiencies.



Galaxy Tab E 9.6” and 8”

4G LTE connectivity to stay connected on the go.



See the full Samsung tablet line-up
at samsung.com/b2bgalaxy



The Results: Tablets Deliver Double Expected Sales and Larger Orders

The customer response to the Samsung Galaxy tablets has been overwhelmingly positive. “Our customers are very loyal to us and when walking into an Avenue store want access to everything we carry - whether it’s in that particular store or not,” says Straub. “And we don’t want to disappoint her, so the Samsung tablets have already become an indispensable tool for our associates because they now have our entire inventory at their fingertips.”

Initially, the company forecasted that if each store saved just two orders per week, the tablet investment would

have a positive ROI in nine months. Surprisingly, the actual results are significantly better. The tablets are closing almost four orders per week, nearly double the expectation. And interestingly, the average size of the order is 20 percent higher. So the initial investment in the tablet program will be paid back in less than three months.

The Samsung Galaxy tablets have been quickly adopted by the sales associates. “Our associates love the Samsung tablets because not only can they make the customer happy, but they can upsell and cross-sell additional products with just a few

swipes on the Samsung tablet and get full sales credit,” says Clifton. “For example, a customer will buy a black T-shirt in the store and then ask our associate to order two more colors and have them shipped to the store or her home with just a few swipes of the tablet.”

“The Galaxy tablets enables us to capture every sale, build tremendous brand loyalty, and create lasting relationships with our customers,” says Giantomenico. “It’s been a game changer for us.”



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