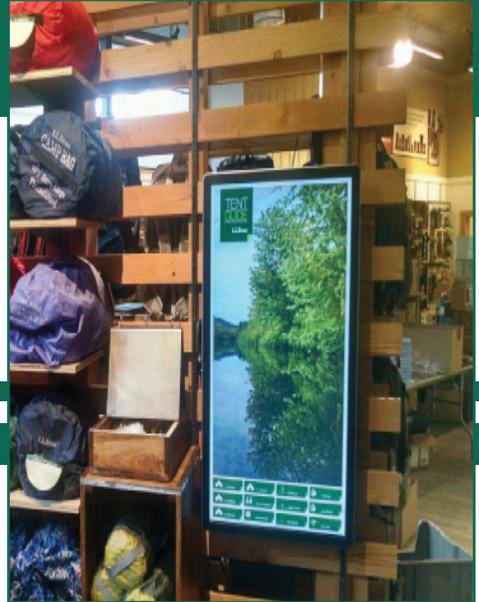


ITEM & INVENTORY INTELLIGENCE WITH INMOTION™



Environment:

The InMotion installation occurred at several franchises of a high-end lifestyle brand. The retail environments feature an extensive lineup of products, accessories and services for indoor and outdoor living and recreation.

Challenge:

Store managers and sales personnel were manually conducting inventory and approximating product interest and success based entirely on sales figures. No distinction was made between items that were selling and items that were drawing customer engagement and attention. The retailer required a better way to identify, track, and manage which assets were popular and profitable.

Requirements:

1. Large LCD display screens with sound cues and touch-screen technology
2. Aesthetically arranged product wall
3. RFID tags for product wall items
4. A rolling display system that suggests additional catalog items, presents tailored video, and connects to social media
5. Detailed analytical reports for store associates and management





Current Process:

The current in-store marketing mix for the retailer included signage, standard customer service and personnel rotation, and still product displays. Inventory was conducted manually, and physical sales records were the main measurement of popularity and product success or failure.

Solution and Implementation:

InMotion experts installed several interactive product walls, encoded multiple products with RFID tagging, provided large LCD screens, and set up featured interactive content. Handling individual products would trigger a tailored video and customer reviews as well as prompt social media posting on fashionable sites like Pinterest.

Results and Benefit:

In addition to sales figures, store managers and personnel could now utilize interaction and engagement figures from the new display to make smart inventory and remerchandising decisions. Analytics reports and other generated data immediately revealed an interesting discovery: one of the slowest selling pieces of footwear had higher customer interaction than any other item on the display wall. In a normal floor change, this product would have been retired from the display based on its poor sale figures. However, it became a significant “gateway” item and visible point of interest – one that led to record consumer attention and interface with the wall AND a noticeable revenue lift across all categories.



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