MY CLIENTELING

Mobile app dedicated to
store staff.

WHAT IS IT?

MyClienteling is a Mobile App
dedicated to Sales Assistants
and Store Managers to manage
sales and payments, customer
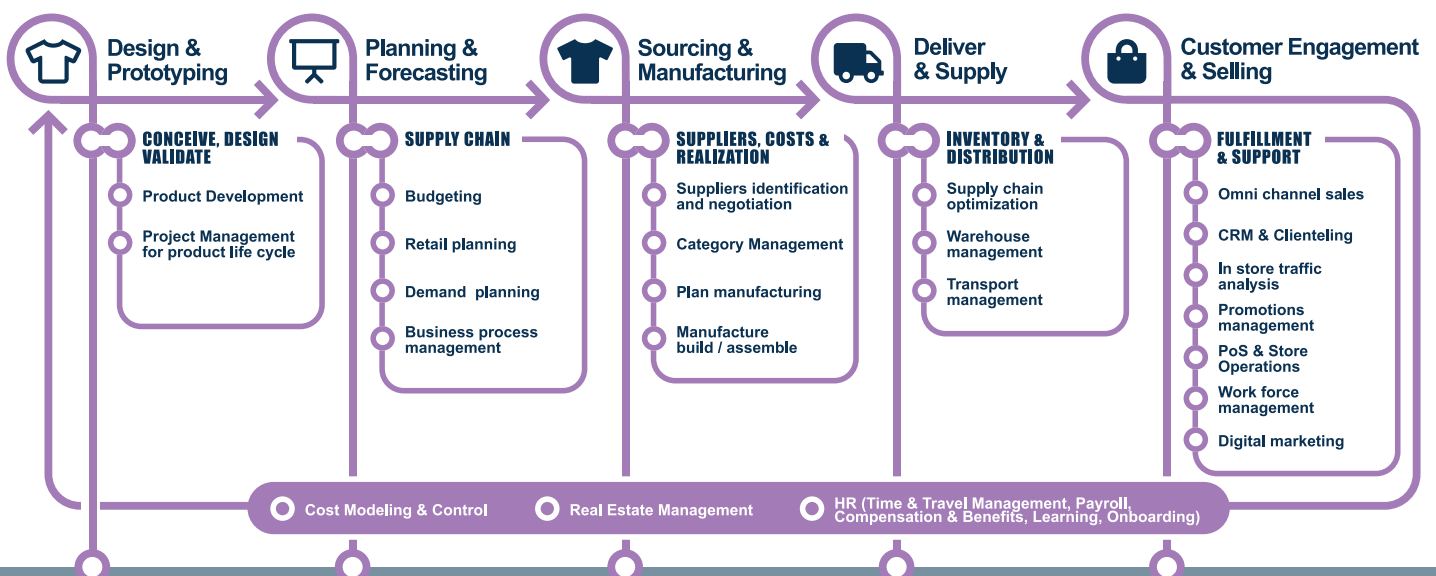relationship and store activities.

WHAT DOES IT DO?

It allows to understand
Customers' purchase behaviors,
both on online and offline
channels, and transform such
information into concrete
actions, increasing sales and
store efficiency.

ENGINEERING

HOW DOES IT WORK?

PORTFOLIO

Omnichannel view of the client (contact info, purchase history, loyalty profile, buying habits, favorite store/SA, last activities, marketing campaigns).

AGENDA

Appointment booking, store visits, boutique events, recall and follow up.

MOBILE PAYMENT

It allows the customer to pay anywhere in the store thanks to the link with fiscal printers and POS system.

DIGITAL SIGNATURE

Digitally collect customer data, dematerializing privacy and customer card.

MESSENGER COMPOSER

Communication with clients (email, sms, social sharing) for updates on promotions, new collections, after sales services.

ENDLESS AISLE

Access to retail online stocks to reduce lost sales; the store staff can place the order on behalf of the client and have the goods delivered to the address indicated by the customer..

ENGAGE STORE RUNNERS

Communication between front and back office, speed up the pick-up process, improve service perception, track all that customers ask to try on.

DIGITAL RETAIL & FASHION: PORTFOLIO MAP

Design & Prototyping

Planning & Forecasting

Sourcing & Manufacturing

Deliver & Supply

Customer Engagement & Selling

CONCEIVE, DESIGN VALIDATE

- Product Development
- Project Management for product life cycle

SUPPLY CHAIN

- Budgeting
- Retail planning
- Demand planning
- Business process management

SUPPLIERS, COSTS & REALIZATION

- Suppliers identification and negotiation
- Category Management
- Plan manufacturing
- Manufacture build / assemble

INVENTORY & DISTRIBUTION

- Supply chain optimization
- Warehouse management
- Transport management

FULFILLMENT & SUPPORT

- Omni channel sales
- CRM & Clienteling
- In store traffic analysis
- Promotions management
- PoS & Store Operations
- Work force management
- Digital marketing

○ Cost Modeling & Control   ○ Real Estate Management   ○ HR (Time & Travel Management, Payroll, Compensation & Benefits, Learning, Onboarding)

ENABLING SERVICES

Technology & Cloud Services   Business & User Services   IT Consulting   Mobile Applications   UX & Service Design   Digital Communication & Strategy

ENABLING TECHNOLOGIES

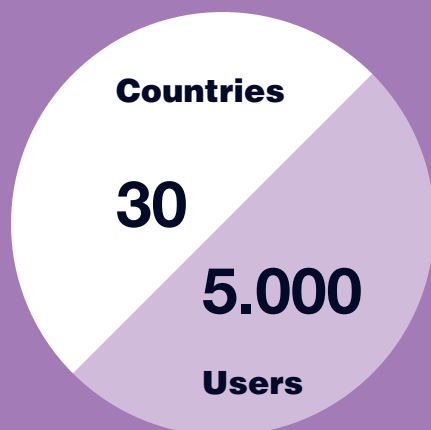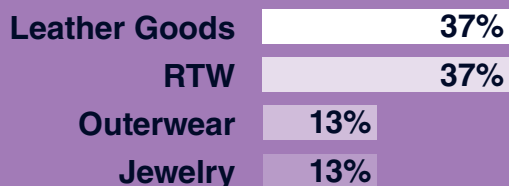AI & Advanced Analytics   Cloud   Cybersecurity   IOT   Robotic Process Automation   AR / VR / MR   Blockchain   Digital Twin

WHERE DO WE APPLY IT?

Brands

8

2.000

Stores

Leather Goods	37%
RTW	37%
Outerwear	13%
Jewelry	13%

Countries

30

5.000

Users

20

People

MyClienteling Team

· **Business Consultant**
· **Delivery Manager**
· **Project Manager**
· **Solution Architect**
· **Developers**

WHAT VALUE FOR OUR CUSTOMERS?

QUANTITATIVE BENEFITS

· % Conversion rate
· € Average receipt
· Efficiency
· Stock optimization
· % Lost sale

QUALITATIVE BENEFITS

· Client data collection
· Performance analysis
· Information flow
· Brand image
· Guided selling

CUSTOMER FOCUS
Build a long lasting relationship with the customer by improving the cross-channel experience.

NEW APPROACH
Rethinking the role of the store and sales staff.

ACCESSIBILE INFORMATION
Knowledge is power:
channel integration allows to transform recommendations into conversions directly in the store.

CUSTOMIZATION
Guarantee the customer an advanced response to his expectations.

CONVEYING CONTENTS
Demonstrate to thoroughly understand customers.

CUSTOM LICENSING CONTROL
Central and modular management per store.

PRODUCT ORIENTED
Customizable DataModel by configuration.

COMPONENT APPROACH
Each element can be reused and parameterized.

PORTALE DI BACKOFFICE
Interface configuration thanks
to the back office portal.

TECHNOLOGICAL FEATURES.

FULL RESPONSIVE / BROWSER COMPATIBILITY

RAPID DEVELOPMENT / STATE OF THE ART TECHNOLOGY

INTEGRATION WITH THE MAIN PLATFORMS
(CRM, POS, E-COMMERCE)

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