JIGSAW 24

Apps in retail

Closing the gap between online and offline in-store

The consumer landscape has changed a lot over the past few years and, now that a good majority of your customers are wielding smartphones and tablets, they expect a similar technology-enhanced retail experience to match. So why not give them what they're after, and transform the way you do business with bespoke consumer-facing or internal mobile apps. Just some of the key benefits include enticing and informing customers, building brand loyalty and adding social sharing, all to improve the customer experience and increase sales!

What are apps for retail?

Retail apps can basically be split down into two distinct categories:

Consumer-facing apps

Consumer-facing apps are all about enhancing your customer journey, from targeting to enticing to transacting and retargeting customers, as well as building brand loyalty and adding social sharing to their experience (check out our diagram overleaf to see how this works). It gives you the chance to 'micro-clientele', creating a 360 degree view of your client's browsing and spending patterns, in order to offer them relevant advice, deals and recommendations when they're in store, either on their mobile device or from a sales associate.

Staff-facing apps

Staff-facing apps, on the other hand are designed to enhance your employees' experience, creating better customer conversations, improved employee product knowledge, and better communication between warehouse and shopfloor. You probably already have mobile devices in your stores and within your business, but are they being used to their full potential? By giving your digital natives their own apps, you'll help them be more productive and give them access to analytics content while stopping them using their own unsecured, unmanaged workarounds (using popular messaging apps to communicate, for example).

> " *Using the app and homing in on specifics, we've saved over 1% on returns for the last couple of months – we're not even using the app to its full potential yet, and that 1% saves us £130k per year.* " John Peterson, Welcome Furniture.

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Bespoke customer-facing apps can provide new sales channels, new ways of engaging customers before they enter and while they're in your store, as well as retargeting them afterwards.

First, **Entice** customers into your store with iBeacon prompts and promotions direct to their device, then **Engage** them through tailored content and interactive signage.

Sales assistants can quickly **Transact** sales on the shop floor using the mobile app, which can also provide post-sales **Support** in the form of delivery tracking and customer service interaction. You can then use mobile notifications to **(Re)target** customers and build brand loyalty.
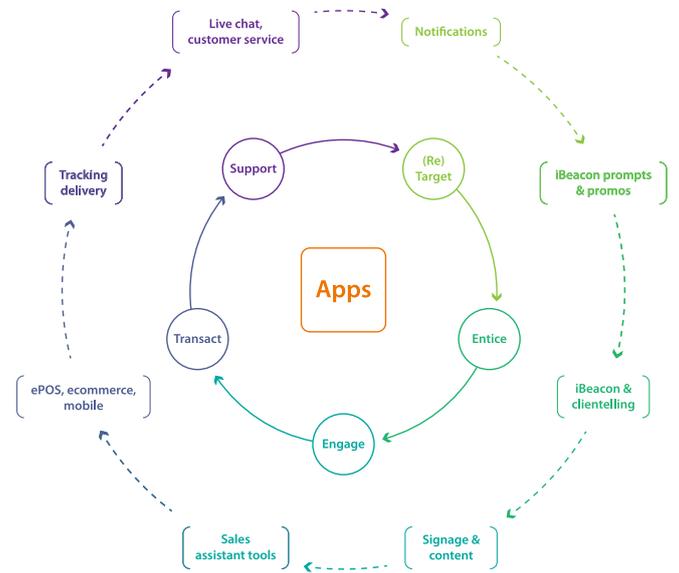
What apps are available?

There are a wide variety of both customer-facing and in-house apps you could put to work in your store. Just some examples, plus a few that we have currently completed, are below:

- Targeted offers apps and push notifications.
- Digital catalogues of your full product offering.
- Sales assistant and ePOS tools.
- Live stock and inventory updates.
- Runner apps for conversations between FOH and BOH.
- Store tour/guidance/interaction tools.
- Content delivery (by proximity technology like iBeacon).
- Multi-functional integrated analytics content.

Jigsaw24 Sales app
We developed an effective sales assistant tool that we've now adapted for various businesses, including a couple of top UK brands.

Jigsaw24 Tour app
Our tour app is a customisable way-finding tool that gives users an immersive experience of premises. Come to our Soho service and customer experience centre to see it in action!

Welcome Furniture app
We helped improve customer service and reduce returns at Welcome Furniture with a bespoke app that supports stock management and logistics.

Why apps for retail?

Increased sales through tailored deals and increased brand loyalty.

Mobilise staff to take payments on the shop floor.

Train staff for a more informed sales team, ready to dish out info to customers.

Improve productivity by providing better communications between teams.

Reduce returns costs by having instant access to product information.

Deliver and push out sales collateral and marketing material

Benefits of iOS apps, in particular, including security, seamless working with Handoff, easy deployment options and more.

Some of our customers:

Why Jigsaw24?

Our team of developers can create apps for multiple platforms including iOS and web, purchasing portals or interactive brochures and presentations, and offer support throughout the lifecycle of your app and subsequent iterations.

Some of the other technologies we can provide include: Apple-centric ePOS and mPOS, managed iPad solutions, intelligent WiFi, proximity technology, and digital content creation, as well as our own management information system, and our PIM and CMS solution, MatrixCMS.

Want a quote on a custom app?

Get in touch on the details below...

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