

GOOD SHOP BAD SHOP

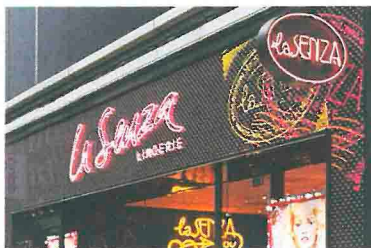


Kevin Sternecker CMO, eCommera

Miss Selfridge, Oxford Street We recently conducted research into how retailers are tackling the challenges of multichannel commerce and we're happy to report Miss Selfridge performed very strongly.

Its mobile app is excellent and well integrated with the in-store experience. Customers can scan product codes to check what stock is available online or in physical locations. The store itself has a friendly and spacious feel.

As well as allowing consumers to check availability of items through the app, clear visibility of stock across channels permits shoppers to check in-store availability online prior to their visit.



La Senza, Oxford Street La Senza's offline and online channels could benefit from better integration.

In-store staff are only able to look up online orders by reference number – not by customer name – and although the store offers click-and-collect there is no signage to promote cross-channel facilities within the store. Customers are looking for retailers that can answer yes to every question.

By reconfiguring its approach to get a complete stock overview, La Senza would be able to join up its online ordering with in-store activities and use customer order histories to make future purchase recommendations.

Oxford Street store not pictured