



pimkie[®]



How is the implementation of sales associate tablets helping to bring the magic back to the in-store customer experience?

Pimkie : feel free to be yourself

Pimkie is, first and foremost, an international, omnichannel women's fashion brand with over a million followers on social media. The brand also offers a streamlined online shopping experience as part of its effort to stay connected to its customers at any time, no matter where they're located, with a product catalog that has diversified over the years.

1971
Brand
founded

5 212
Employees

30
Countries
worldwide

750
Stores

2006
Establishment of
e-commerce site

The Pimkie challenge: a digital, future-oriented brand

The 2010s represented a real turning point for the brand: new visual identity – new store concept – new loyalty program, with a renewed focus on in-store customer satisfaction.

The brand is expanding, not only by developing international partnerships, but also by ramping up the digital transformation of its distribution network. There is just one goal: happy customers, satisfied with a one-of-a-kind shopping experience, whether online or in the store.

A brand strategy centered on digital transformation

What does that mean, in concrete terms?

- Refreshing the in-store customer experience
- Limiting inventory shortages and expanding the line

- Satisfying 100% of customers, both online and in person
- Creating in-store mobile options
- Reestablishing a focus on sales associates' roles



We've designed all our employees' roles—from styling to sales, from supply chain to merchandising—to stay in continuous contact with customers, whether they shop in the store or on the website.



Sales associate tablets and mobile apps: sales associates at the center of the action!

As customers have increasingly high expectations, Pimkie sought to empower sales associates by reestablishing a focus on their role. They found the features of a sales associate tablet, available for use throughout the store, to be particularly well suited to their needs, by facilitating customers' access to the full product catalog. This device makes it possible to take mobile orders of online exclusives and items that have sold out or are not yet available in the store in question. This solution makes it easier to support customers and discuss their needs, while helping the brand sell existing stock and expand its line.

Benefits



10% increase in in-store revenue, with mobile orders limiting the impact of inventory shortages



Back-office checkout features available via mobile app: order fulfillment, customer discounts, etc.



Less wait time at checkout



A centralized sales associate interface with a comprehensive and easy-to-use tool, all available through a single platform

Mobile order acceptance is becoming a highly valued service because it allows brands to respond effectively to store inventory shortages, create a smoother shopping experience, and enable sales associates to get out from behind the register and offer better service (time optimization, advice, etc.) to customers.

Mobile ordering at pimkie in 2019, by the numbers

200,000+ transactions completed

600+ Pimkie stores in Europe, in 6 countries (previously 3), are now equipped with the sales associate tablet

Serial shoppers by the numbers

98% of French people still shop in stores and prefer the in-store experience

77% of French consumers in 2018 gave up on a purchase because an item was out of stock in the store



SoCloz is an omnichannel platform that supports unified commerce, with a single, intuitive interface that brings together a mobile and desktop ordering and checkout system, an OMS that coordinates web and in-store orders, and an omnichannel order fulfillment system for points of sale. SoCloz is the European leader, serving more than 150 brands and 35,000 stores in 18 countries worldwide. Much like an orchestra conductor, it leads brands through their digital transformation, implementing a full range of omnichannel scenarios including e-reservation, Click and Collect, mobile order acceptance, instant checkout, Ship from Store, and many more.