



## How did LolaLiza take an omnichannel approach in support of its stores?

### Using 100% Belgian know-how!

Founded by four Belgians who already knew the ins and outs of the fashion world, LolaLiza is a fashion retailer operating primarily in Europe (Belgium, the Netherlands, Luxembourg, and France). With a strong focus on women's clothing, the LolaLiza brand boasts a network of nearly 100 stores. Its goal? Helping women feel their best and approach any situation with confidence! The product line includes casual urban clothing that never goes out of style. LolaLiza is also distinguished by its founders' passion for trends, colors, and flawless service. It's a sustainable brand that has made the digital transformation one of its top priorities.

**2001**  
Brand  
founded

**94**  
Stores

**4**  
Countries (Europe)

**2013**  
Establishment of  
e-commerce site

### Omnichannel: The Brand's No. 1 Challenge

Because omnichannel capitalizes on the interaction that exists among all sales channels (stores and the brand's e-commerce site); because it is a great way to meet the customer's immediate needs to access everything at any time and from anywhere; because the retail website is the physical point of sale's best ally—for all these reasons, LolaLiza decided to make omnichannel scenarios one of the top priorities in its digital transformation strategy. That strategy began with the implementation of an e-reservation system.

**" We were very pleased with how easy it was to implement the SoCloz e-reservation system! "**

Zuzana Nociarova, Omnichannel Customer Experience & Project Manager

#### Omnichannel scenarios



E-reservation System



Checkout Alert System

#### By the numbers



**80%**  
conversion rate

**100%**  
of stores fully  
equipped





# We chose SoCloZ because they are so knowledgeable about retail and the fashion world



Zuzana Nociarova,  
Omnichannel Project Manager at LolaLiza.

## LolaLiza reflects on their experience

### What is your omnichannel strategy?

Our current challenge is offering an omnichannel experience to our customers. Our intention is to offer guidance to customers who are less comfortable with online shopping, especially when our stores need to be closed. Enabling them to have a shopping experience similar to what we offer in our stores is also a top priority for us. In the world of «fast fashion», we have dozens of new products every week, and our stock needs to be distributed efficiently so it's available where the customer expects to find it.

### Why did you undertake this omnichannel approach?

We wanted to offer our customers the option to search for products online and try them on in stores, free of charge. That way, they get the best of both worlds—easy shopping at home, plus a personalized in-store experience—without spending any money up front. The e-reservation service also allows our customers to purchase a favorite item even if it's out of stock online. That means the customer has access to all the products we offer, both online and in their favorite store!

### What was the implementation process like?

We were very pleased with how easy it was to implement both the SoCloz e-reservation system and the in-store checkout alert system. We first tested the system in a handful of stores, then rolled it out to all our points of sale.

### Why did you choose SoCloz to be your partner in this project?

We chose SoCloZ because they are so knowledgeable about retail and the fashion world, in particular; that was a very important quality to us in a partner. We also value the SoCloz Support team, which is always available to help guide our in-store sales associates. Finally, the checkout system is very easy to use, which makes a big difference.

### What results have you observed since you began using the SoCloz platform?

There has been a very positive impact on conversion among all our customers. Whether they are generally comfortable using our e-commerce site or not, they've all opted in to the e-reservation service and are very happy with it!



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**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.