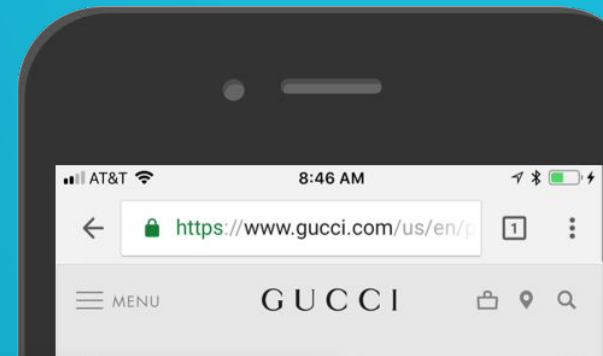


Gucci brings renowned personal shopping assistants into their online stores with INSIDE



Jessica Gray @GUCCI

Welcome back Rachel, Zumi Leather Pump is a beautiful choice! Please let me know if I can assist with sizing.



Gucci Success Story

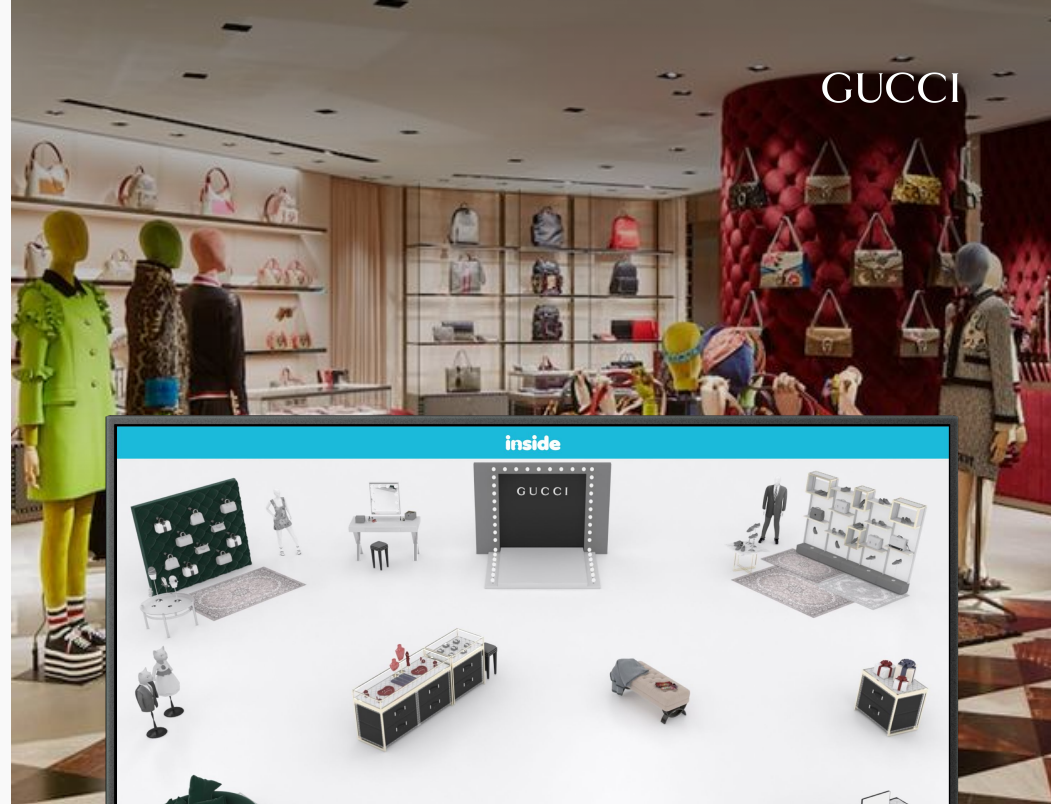
The Gucci brand is synonymous with luxury. The high level of customer care at Gucci boutiques around the world creates an unparalleled shopping experience and connection between customers and the brand, a key point of differentiation for the Italian fashion house.

Gucci wanted to replicate this high-touch customer experience in their online store and deliver on their unique brand promise across this developing channel.

Gucci has long been on the forefront of implementing cutting-edge technology to improve their online customer's experience. Not only is Gucci a leader in the fashion world, they've also set the benchmark showcasing how to do eCommerce right.

Gucci was the first fashion house with the idea to replicate the in-store experience online and to conceptualize the idea of looking at their ecommerce boutique as a store in its own rite.

The engagement solution needed to leverage the same aesthetic and customer-oriented experience online in order to complement Gucci's flagship destinations around the world.



THE GUCCI ONLINE STORE
by INSIDE

Challenge

Gucci had to find an offering that went **beyond** your typical call center service - they needed their online personal shopping assistants to be able to touch their online customer in a manner that paralleled the highly personalized connection between in-store salespeople and customers.

Solution

INSIDE by Powerfront's visualization tools allowed just that - online personal assistants were able to recognize, remember, and warmly greet returning customers; as well as view customer's baskets, page views, browsing history, and even their sentiment as they shopped on Gucci's site.

For the first time, Gucci was able to offer suggestions, upsell, and seamlessly assist customers on their online buying journeys.



Welcome back Mr Matusov,
thank you for your recent
purchase. Are you shopping
for yourself today?

Conan Matusov



Results

Greater Connection

Personal assistants have access to all the information and visual nuances their staff have in-store to assist, suggest, and connect with online shoppers.

Increased Visibility

Managers have the ability to measure service performance at both a business and individual level

Improved Productivity

Personal assistants experience a gamified desktop which eclipses its peers

Feedback

“INSIDE provides us with insights into the tastes and buying habits of our diverse and meticulous clientele, which enables the service team to provide high touch and personalized service, just like they would in one of our stores.”



“Our personal shopping assistants love the platform, not only because it’s fun and easy to use, but because it gives them access to all the informational and visual nuances they would have in our brick and mortar store.”

This is what really gives INSIDE the edge. A key outcome of providing personalized and attentive service is that the customer loves to shop with you.”

“We love the extent of its reporting capability. We’re able to measure our live chat performance at an individual and business level and we can clearly identify which conversations from each personal shopping assistant lead to a sale.”

The customer satisfaction post-chat engagement and satisfaction scores show that our online personal shoppers are clearly differentiating our services from other high-end online boutiques.”