Our team was tasked with generating solutions that apply technology to everyday pain points faced in Fashion and Active stores.

- How can MAP empower stores and store associates with digital solutions that will help serve customers and drive revenue?
- How can MAP use technology to streamline in-store operations?

We gained a holistic view of the business and discerned pain points that could be solved by digital technologies.

Methodology

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<th>Off-site Research</th>
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Pain points

Operational
- Customers left unattended as sales associates fetch products
- Backroom operations are manual and labor intensive
- Limited opportunities for cross- and up-selling

Technological
- Lack of real-time system-wide inventory data
- Cross-store inventory lookup is only available through POS

Incentives
- No employee incentives to refer customers to other MAP stores

We recommended four solutions that would solve key customer and employee pain points and boost KPIs and revenue across the MAP brands.

1. FITTING ROOM CUSTOMER ENGAGEMENT
   - Foundational: Help button in fitting room with dedicated attendant
   - Incremental: Interactive tablet in fitting room with scanner
   - Aspirational: RFID or location services in fitting room
   - Implication: Quick access to alternative sizes

2. BACKROOM OPERATIONAL IMPROVEMENTS
   - Foundational: Back room associate to streamline inventory requests, manage the stock room, and Monitor store ops
   - Incremental: Wall scanners to track in-store inventory movement
   - Aspirational: RFID-enabled store
   - Implication: Streamline customer experience and engagement

3. STRATEGIC MOBILE TECHNOLOGY
   - Foundational: Walkie-talkie system
   - Incremental: Portable data terminal scanner system
   - Aspirational: Smart device with mobile point-of-sale
   - Implication: Allows sales associates to remain with customer, decreasing abandonment

4. “SAVE THE SALE” ENHANCEMENTS
   - Foundational: Use POS to look up cross-store availability
   - Incremental: Call store to reserve under customer’s name
   - Aspirational: Receiving store tags item as "reserved"
   - Implication: Automatically reserve an item at a nearby store using a one push button

Increased revenue contribution from saved sales