

# Store Assist

Increase your sales and gain a complete overview of your fitting rooms as a bonus!

Gateway offers a fitting room solution made to please both customers and staff. By getting a digital overview of your store's fitting room both customers and staff will know when a fitting room is occupied. Your staff are able then to provide superior customer service at the right time and your customer will get all the help and expertise that is needed for a successful visit and purchase.



## OUR SHOPPING BEHAVIOURS

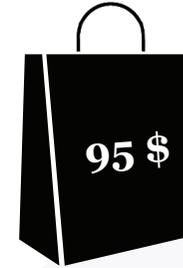
Have changed dramatically since the internet has become synonymous with shopping. Slowly but surely more and more of our shopping has moved online. In spite of this, most people (70 % to be exact) still prefer to shop for clothes in person: to be able to touch, feel and try on the garments. 70 % is also the percentage of returned clothes bought online due to the wrong fit.

The fitting room is the area of the shop where most purchase decisions are made, which makes it the most valuable square meters in the store. This means that it is here a little extra care really can pay of.

## AVERAGE DOLLARS SPENT BY CUSTOMERS



Who browsed  
the salesfloor



Who used the  
fitting room



Who got assistance in  
the fitting room

67%

Of the people who  
use the fitting  
room are likely  
to buy

## STOREASSIST

StoreAssist is a product developed by Gateway to meet the market's need for optimization of the fitting room area.

A sensor is mounted in the corner of every fitting room. The sensor can be integrated with an assistance button and adapted in it's design to complement your brand.

The sensors are connected with a screen where staff easily can see which fitting rooms are occupied and which are free. This is also integratable with your smart units, like tablets, phones and smart watches.

Notifications will be sent to those units when a person has been in a fitting room during a "too long" period of time to limit the possibilities of shoplifting.

StoreAssist will also give you valuable statistics about how many fitting rooms that has been used per day, which fitting rooms that are most popular how many of the shops total customers that uses the fitting room if it is integrated with people counting products.

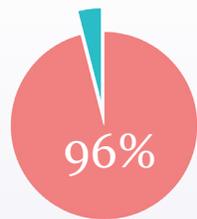
10%

Of the people  
browsing the sales  
floor are likely  
to buy

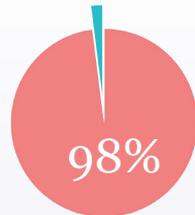
## THE FITTING ROOM PROCESS

Trying clothes on in a store can be both time consuming and tedious. If your customer would like to try another style or size and cannot contact your staff easily there are only two options. Wait until a staff member shows up or get dressed and go back to the sales floor and collect the style/size they are looking for. There is a high risk that once a customer is dressed they will not return to the fitting room.

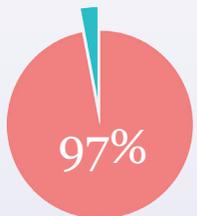
Viewing the fitting room as a possibility instead of a probability is a better mindset. Here you actually have the possibility to create an inviting space, an extension of your brand where you can offer the best possible customer service. All this to make your customers feel happy and encourage their purchase decisions.



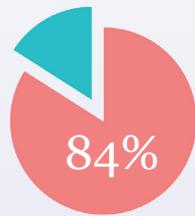
Consider access to an assistance button would improve the service in the fitting room and result in them trying on more garments.



Have had to redress to get another style or size.



Have redressed and left the store without getting the style or size they wanted.



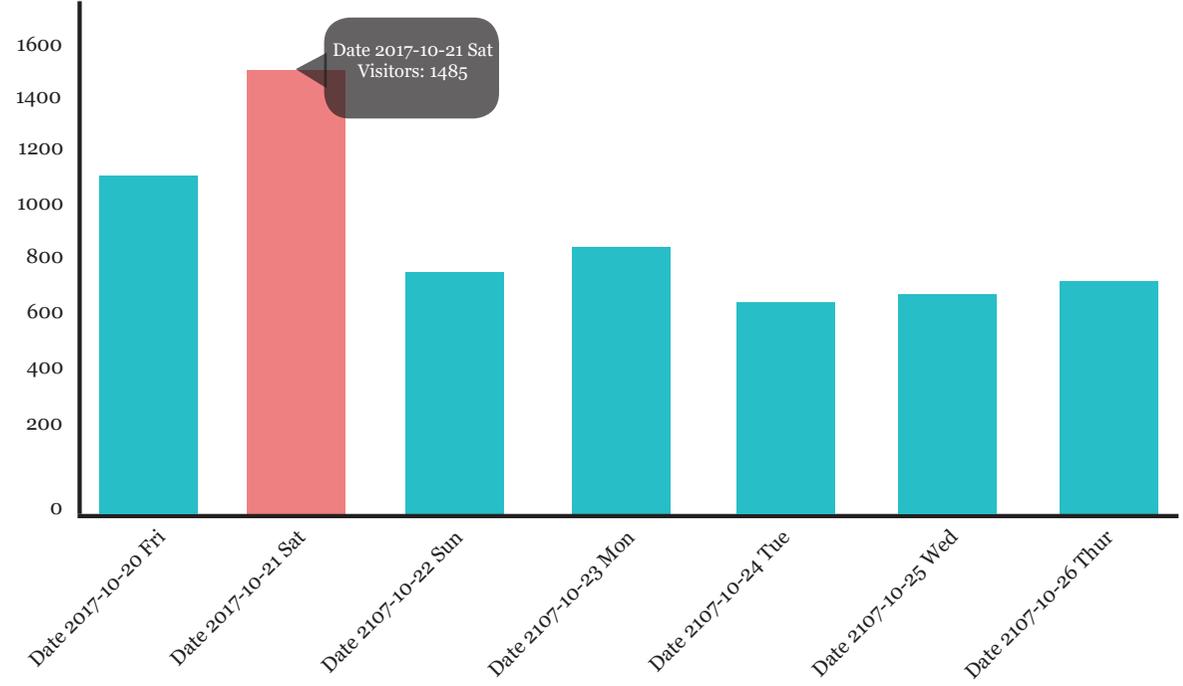
Have had difficulties getting assistance when in a fitting room.

## IT IS A PROVEN FACT

- Customers prefer brick and mortar stores when shopping for clothes.
- Customer are much more prone to return clothes if they have not tried them prior to the purchase.
- Customers are prone to spend more money when shopping in a brick and mortar store.
- Customers spend more money when they have tried on the clothes.
- Customers spend even more money if they have interacted with sales staff while in the fitting room.

# Example of statistics from StoreAssist

Last 7 days view

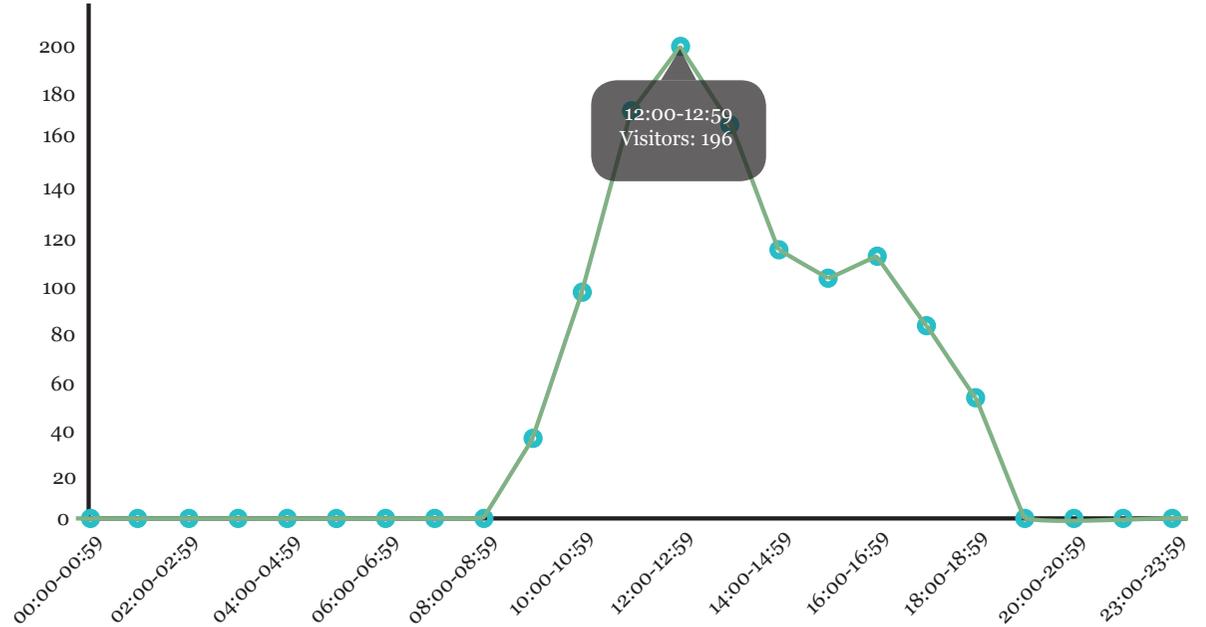


Changing room visitors  
Usage by changing room number 2017-10-26

- Room 1-27
- Room 3-26
- Room 5-43
- Room 7-51
- Room 9-48
- Room 11-86
- Room 13-29
- Room 15-6
- Room 2-26
- Room 4-33
- Room 6-47
- Room 8-103
- Room 10-116
- Room 12-40
- Room 14-34
- Room 16-0



Hourly usage time per day



# WHAT STOREASSIST DOES FOR YOUR STORE



Increase customer loyalty by proactively help your customers when they need you.



Streamline your queuing system. Increase your sales by managing your queuing system, making less people leave the fitting room queue.



Enabling upselling and cross-selling by allowing your staff to provide recommendations or guidance while your customers are in the fitting room.



Gains valuable statistics about your customers buying behaviors. How many of those who visit the store that try things on, and how many of these who makes purchases.



Increases your profit. Customers who gets assistance in the fitting room spend on average **three times** more than those who only browse.



Less shrinkage by better fitting room overview. Notifications sent out to staff when a fitting room exceeds a time limit which makes sure no shoplifter can work undisturbed.