Cisco StyleMe: An Immersive Digital Shopping Platform

Differentiating the Retail Customer Experience

Retailers continuously look for ways to differentiate their offers and the customer experience in order to drive sales, traffic, and loyalty. Consumers now have many choices for how they shop: in the store, online, through a catalog, or over the phone. With a slow economy, meeting customer expectations for quality service and selection in the store is only the beginning. Retailers have a significant opportunity to reinvent the store so that it can play an important role in the cross-channel shopping experience. A reinvented store enables retailers to capture additional sales and greater wallet share of true cross-channel shoppers. New digital and immersive technologies offer retailers innovative ways to enhance the customer shopping experience and expand their offerings beyond the products in immediate store inventory. These new technologies can be used to reinvent retail stores for an omnichannel world.

Exceeding Shoppers' Expectations

- **Meeting high service expectations:** Customers expect immediate service, large merchandise selections, and convenience wherever they shop. Retailers also are experiencing growing demand for interactive video content, social media capabilities, and mobile connectivity in their stores.

- **Providing personalized service:** Customers want advice, product information, and recommendations at the store, and it is difficult for retailers to provide immediate access to product experts at all times.

- **Increasing sales:** Retailers know that customers who shop online and in the store tend to purchase more. Retailers want to increase sales conversions and the customer's basket size.

- **Predicting shopper preferences:** Gaining visibility into shoppers' "likes" and usage data could be helpful for store buyers and inventory decisions.

Cisco StyleMe

Cisco StyleMe™ is a proof-of-concept project created by the Cisco Internet Business Solutions Group (IBSG), Cisco Global Marketing and Corporate Communications (GMCC), partners AITec and CinStore, and Cisco customers. Cisco StyleMe is designed to offer shoppers a virtual fashion mirror for trying on products using the latest augmented reality, mobile, and network technologies. Shoppers can use gesture-based navigation to choose from the retailer's complete inventory, build outfits, and try on their selections virtually. They can also capture images to share over social media and email, receive recommendations, and purchase products, with or without assistance.

Cisco StyleMe is one example of a broader immersive experience. The Immersive Experience Platform, created by C In-store for Cisco StyleMe, uses digital media to create differentiating experiences for customers in the store, and it enables big-screen browsing and immersive advertising use cases.

Big-screen browsing brings the retailer's entire online catalog to the customer and facilitates interaction. Shoppers can enter the shopping experience from any entry point, such as brand name or garment type, and can build outfits and try them on. With image capture capabilities, garment options can be compared onscreen, shared with friends using social media, sent to the shopper's "digital wardrobe" or purchased.

Retail associates can provide in-store assistance and use a tablet for taking an order, entering shipping

information, or managing customer data. Data generated from Cisco StyleMe can also be used for analytics and forecasting.

Cisco StyleMe Customer Benefits

1. Browsing and product pre-selection is easier and more efficient with the ability to see a broad range of products in one place, including product that may be out of stock. Customers can also see how styles and colors will look, and they can save their combinations to eliminate guesswork and easily review their choices.

2. Inspiration, advice, and social recommendations are instantly available.

3. Customers can order selections in the store for home delivery.

Cisco StyleMe Retailer Benefits

1. Retailers can increase basket size by offering an extended range of products and accessories in one place, and by offering expert recommendations.

2. Expert and social recommendations can boost sales conversions. In addition, the abilities to try on more styles, instantly buy online, and ship products to home increase shopper convenience.

3. Retailers gain insight into shoppers' choices, such as their "likes," the products they try on, and data from products purchased.

Why Cisco?

Cisco has years of experience working closely with retail enterprises, as well as extensive experience working with leading retail and technology partners to deliver innovative retail solutions. With validated network designs, proven products, and tailored partner solutions, Cisco helps retailers build a foundation for a consistent customer experience. Cisco can provide all of the components required to create collaborative solutions for stores. Together, Cisco and its partners can help retailers deploy robust, dependable solutions by taking a lifecycle approach that addresses all aspects of deployment, operations, and optimization.

Cisco Connected Retail Network

The Cisco Connected Retail Network allows retailers to use the strength of a unified network platform to connect their brands to today's mobile, digital consumers. One common platform helps retailers address regulatory requirements, deliver retail business applications, and support advanced network services. Network systems span retail stores, the enterprise data center, the contact center, and the network edge, where sensitive data is transported from online customers and to outside partners. Network services include a wide range of technologies that enable security, mobility, identity verification, storage, voice, and collaboration applications.

Cisco validated network designs are deployed and tested in Cisco labs. Cisco network architectures have been designed for small, medium-sized, large, convenience, and managed service stores; for enterprise data centers; and for the Internet edge to support e-commerce operations, customers, and teleworkers. Cisco provides solutions for both wired and wireless deployments.

Partners

C In-store has created its Immersive Experience Platform (IEP) for Cisco StyleMe. The IEP enables touchless interactions and "augmented reality" in retail, out-of-home advertising, entertainment, hospitality, and other sectors using existing or new digital format screens of any shape or size. The IEP captures and analyzes images from camera streams in real time to support audience measurement; capture demographic features, such as gender or age; recognize hand gestures; offer virtual clothing; and other uses. The IEP also helps retail operations to improve task management and deliver critical real-time information, such as footfall counts, store heat mapping, and offender recognition.

Learn More Today

For more information about Cisco StyleMe, please contact your Cisco Account Manager.
www.cisco.com/go/retail.