



**FASHION RETAIL
MOVES FAST.
ARE YOU
KEEPING UP?**

Loyal, satisfied customers are key to your success. But today's customers expect more from fashion retailers than ever before. No longer is it enough to provide eye-catching displays, fashion-forward clothes, and friendly sales associates.

Keeping up today means staying ahead. Knowing who your customers are, how and where they shop, and what they want makes it possible to create a fashion retail experience that does more than just delight them. It keeps them coming back for more.

As a local or expanding apparel and fashion retailer, you need easy-to-use tools to deliver personalised customer experiences whilst simultaneously streamlining operations, boosting efficiency, and increasing sales. And you need a retail technology solution that helps you respond quickly and efficiently to any fashion emergency, without ever breaking a sweat.

Discover what it takes to be on trend.

SEE WHAT'S INSIDE

- **You'd never wear mismatched clothes in the wrong sizes. Why would you run a business that way?**
 - **Customers have the world at their fingertips. Do you?**
 - **Are you offering a tailored customer experience?**
 - **Are you ready for a makeover?**
 - **Find out if your retail business needs a modern makeover.**
-




**YOU'D NEVER
WEAR MISMATCHED
CLOTHES IN THE
WRONG SIZES.
WHY WOULD YOU
RUN A BUSINESS
THAT WAY?**

Taking inventory is one of the most time-consuming and labour-intensive tasks every store owner faces. It is also one of the most crucial.¹

As your fashion retail business grows, so does your need for organisation, coordination, and access to your stores' performance data. That's where modern retail technology comes in.

Starting out, you could make do with one or two basic tools to track inventory and run your books. But over time your business becomes more complex.



“Our work is now a lot more streamlined. Now we can just pull the information we need to create price worksheets, promotions, and item loads.”

—ARMANI EXCHANGE, CUSTOMER

Now, instead of keeping inventory in one backroom, you may have multiple store locations and a warehouse that stocks every size and style your customers desire. You need visibility to track and maintain your apparel inventory and monitor your sales performance at each location, yet you don't have that capability. Without planning, you could be running multiple mismatched IT systems across your business, each added and supported by a different vendor.

You have outgrown your old technology.

Hanging on to your old systems leads to inefficient staff and inventory management and increases your risk of costly errors. Staff often waste hours trying to collect and re-enter information from multiple sources. And you run greater risk of making flawed decisions based on incomplete or inaccurate financial data.

Now imagine this:

Your retail business is growing. Sales have steadily increased and you've recently added a few new stores. With just a glance at your mobile phone, you can see all the transactions, in every store, instantly. Just yesterday, you noticed that sales were slow in one store. You immediately pushed a new promotion, discounted prices on several key items, and customers quickly responded. Sales rebounded and you closed out the day ahead of projections. Along the way, you brought in lots of new customers and you rewarded loyal ones with personalised online coupons. Tomorrow is a new day. You're ready.

To stay competitive and raise productivity, you need to outfit your business with a single, inclusive solution that's tailored to support your company, whatever your size. That way you can easily coordinate and streamline every aspect of your warehouse, inventory control, point-of-sale, promotions, and financial activities.

With one system running your business, you're now dressed for success.

THE TAKEAWAY

By choosing a comprehensive, flexible solution, you realise greater profitability by streamlining your operations and reducing risks.

A man wearing a black leather jacket and a black cap is looking towards the camera. The text is overlaid on his chest area. The text is in a bold, white, sans-serif font. The word 'FINGERTIPS' has a small orange and brown graphic element on the letter 'I'. The text is enclosed in a black rectangular frame.

**CUSTOMERS
HAVE THE
WORLD AT THEIR
FINGERTIPS.
DO YOU?**

A woman is waiting for a train. She sees a cross-track advert for a lovely jacket. On the train, she explores product reviews on her phone and scans prices. Before she gets to her stop, she adds the jacket to her virtual shopping cart to purchase later from an online retailer. Later, she dashes out to meet friends and spots the jacket in your window. Thrilled, she pops in to buy it. But it's already sold out in her size. The sales associate can't tell if there's a jacket in her size and desired colour at another one of your store locations. She quickly leaves and buys the jacket from another retailer online.

A new university graduate is about to start her first job and has set aside money to spend on a new professional wardrobe. She's noticed your displays and decides to shop at your store. She chooses a few pieces she likes but then sees a long queue at the tills. Nervous about spending money and unwilling to wait, she leaves the items behind and walks out of the store.

Lost sales happen all too often, especially when sales staff can't deliver the precise apparel customers want, at that exact moment.

To survive in fashion retail, you must do better.

Your sales associates need a point-of-sale system that's fully integrated with your warehouse and inventory and is absolutely simple to use. So when customers want any item that you carry, no matter the store location, your staff can quickly find and sell it, in the desired size and colour, instantly.



By making information fully visible and accessible across your entire supply, sales associates can ring up a sale, right on the spot, and ship items to the customer's home or another convenient location. As a result, your staff can spend more of their time helping more customers in the front of the store, instead of wasting time searching for inventory in the backroom.

Now imagine your sales associate walking over to any till in one of your stores. She immediately locates the jacket the woman wanted, in the right size and colour. It's at another store, but it can be shipped today and delivered to the woman's home. She rings up the sale, and the customer runs

off happily to meet her friends and post a picture of her new jacket on her Pinterest page.

Meanwhile, the university graduate has put together a great starter wardrobe. She was assisted by a helpful sales associate who was able to ring up the sale, instantly, using a handheld POS device. Without any waiting, she's thrilled to take her new purchases back to her flat.

That's how a comprehensive, easy-to-use system empowers your employees to create exceptional service that keeps customers coming back.

THE TAKEAWAY

Sales associates need an instant, 360-degree view of your merchandise across all locations, right from their tills, to quickly close more sales and deliver excellent customer service.

A young man with short, dark hair is smiling broadly, looking slightly to his right. He is wearing a dark, pinstriped suit jacket over a light-colored shirt and a patterned tie. He is standing in front of a light-colored brick wall. A large, thick black rectangular frame is superimposed over the image, enclosing the man and the text. The text is centered within the frame and reads:

**ARE YOU
OFFERING
A TAILORED
CUSTOMER
EXPERIENCE?**

Over half (55.8 percent) of UK consumers said that they would make more of an effort to use a retailer if it offered a good personalised experience.²

Using a modern, inclusive technology across your business—from the back office to the front of the store—empowers your staff to provide great customer service. Moreover, it helps your brand deliver the personalised shopping experiences that fashion customers now crave.

Picture a man shopping for a business suit. He finds a wool, pinstripe suit on the rack in the colour he wants. But rather than wait for the in-store tailor, the sales associate looks up his customer profile at the till and gets his custom measurements from another recent purchase. She quickly rings up the sale and emails him the receipt. Before his suit has shipped, he receives an email from your store about a new promotion: buy three dress shirts and get a silk tie for half the price. It's precisely what he wants!

Fashion customers today want personalised shopping experiences like these. And your technology must help you deliver them.



Using data based on buyers' past shopping preferences—including sizes, styles, colours, and favourite brands—modern retail technology can reward your customers' loyalty. Customers can receive targeted promotions, coupons, or invites to in-store events that are specifically tailored to their tastes.

And by outfitting sales associates with easy-to-use tools that provide visibility into customers' shopping histories, they can recommend new items in the store that complement past purchases. As a result, your customers get the items they love and personal service they desire, whilst you earn more sales.

That is the power of personalisation.

THE TAKEAWAY

You need a modern solution that helps you consistently deliver personalised shopping experiences that build customer loyalty and increase sales in every store location.

A woman with a large, voluminous afro hairstyle is smiling and looking towards the camera. She is wearing a black, sleeveless, form-fitting dress. A thick black rectangular frame is superimposed over her torso, and the text "ARE YOU READY FOR A MAKEOVER?" is written in white, bold, sans-serif capital letters across the center of the frame.

**ARE YOU
READY FOR A
MAKEOVER?**

You know you've outgrown your old technology. But letting go can be hard.

We understand.

Investing in a new technology is a big decision. However, you could be paying a high price to run separate, mismatched systems. You not only have to manage multiple vendors, you must often base critical business decisions upon incomplete information.

LS Retail and Microsoft have a technology solution for any sized fashion retailer.

Whether you're a local fashion retailer or

an expanding business with a multitude of locations, we can provide an easy-to-use, inclusive solution that fits your current needs and expands as your business grows. That way, you can deploy one seamless solution for your entire business and get the accurate insights you need.

And, with Microsoft as our partner, our products are built on and compatible with Microsoft technology. So you can be confident that you're getting a proven solution that's supporting companies worldwide.



By choosing an inclusive, modern retail technology solution, you will have the power to make informed business decisions based on reliable, up-to-the-minute data. Your employees will be empowered to deliver exceptional service wherever they work, and your customers will receive personalised shopping experiences that make them feel special and build loyalty to your brand.

We can help you get started.

THE TAKEAWAY

Transform your business with a modern technology solution. Use it to deliver the personalised experiences your customers crave whilst providing you with powerful insights across your business, from any location, at any time.

Connect with an LS Retail expert to

KEEP YOUR BUSINESS ON TREND.

FIND OUT IF YOUR RETAIL BUSINESS NEEDS A MODERN MAKEOVER.

Take a quiz to see if it's time to give your technology a new look.

Answer each question, then add up your total score.

“No” equals 2 points, “yes” equals 1 point.

- | | Y | N |
|--|--------------------------|--------------------------|
| 1. Do you use a single, comprehensive system for inventory control, sales, tills, and financials? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Do you know how much inventory you have in your warehouse, your stores, in transit, and in your stockroom at this exact moment? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Can you look up an item in a specific colour and size right at the till and know exactly where it is, in any store location, right now? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Do all of your key people have access to hourly reports from every store via mobile devices? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Does your system integrate with Microsoft Excel spreadsheet software so all items can be easily updated for price worksheets, promotions, and inventory? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Is it easy to train new staff to use the till system quickly and efficiently? | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Can you issue gift cards rather than paper credit notes or gift vouchers? | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Does your till system allow you to suspend a transaction rather than voiding it, so you can finish helping the customer without starting over? | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. Does your system function smoothly even on peak transaction days such as Boxing Day, Black Friday, or the first day of a big sales promotion? | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. Can you quickly respond to customer requests to transfer products between stores because you know in real time where stock is located and where it's needed? | <input type="checkbox"/> | <input type="checkbox"/> |
| | <input type="checkbox"/> | <input type="checkbox"/> |

YOUR TOTAL SCORE: _____

WHAT YOUR SCORE MEANS:

10 points = Congratulations! You've invested wisely in your technology and can already provide the highest level of customer service.

11–15 points = Your technology is not as up to date as it should be. Your current systems could be hampering efficiency and negatively affecting customer service.

Recommendation: Conduct an audit of your current IT systems. Focus on implementing a comprehensive solution that extends across your business. Contact LS Retail for more information and a demonstration.

17–20 points = Your technology is critically out of date with industry standards.

Recommendation: You need to implement a modern, holistic solution that extends across your business as soon as possible. You're at serious risk of losing sales and customers. Contact LS Retail for more information. Discuss your business needs with key associates in each department and invite them to attend a product demonstration.

REFERENCES:

1. Entrepreneur. <http://www.entrepreneur.com/article/77960>
2. FashionUnited.uk, 2015, <https://fashionunited.uk/news/retail/impersonal-uk-retailers-missing-out-on-millions-in-revenue/2015031115824>

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