

Partnership drives customer delight and increased engagement

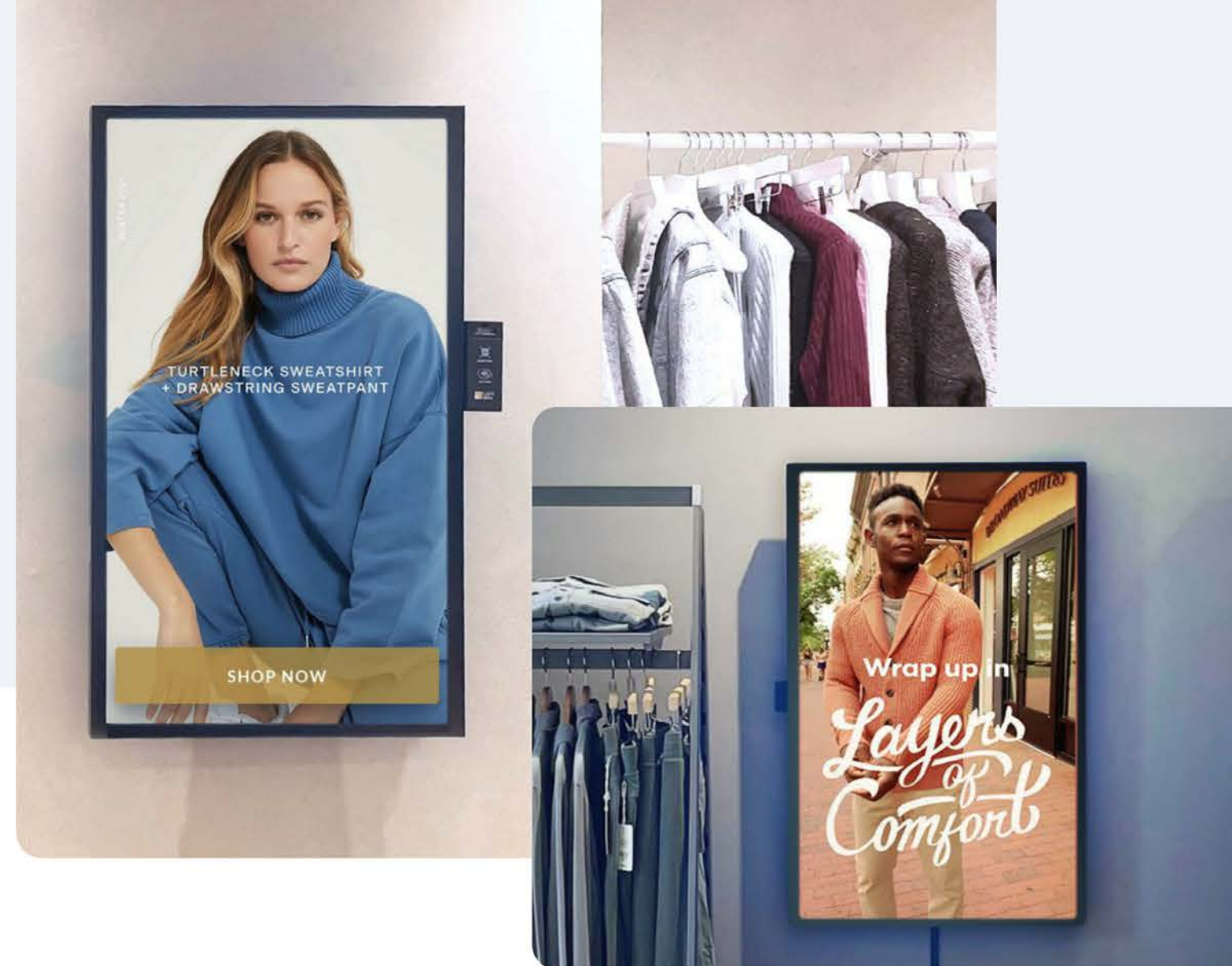
Leap and Fyllo partner to uplevel the customer experience with interactive digital screens in store that engage and delight shoppers.

Overview

Leap is building the world's largest network of branded physical retail stores. Their scalable platform launches and operates insight-driven retail stores for brands powered by data, systems and technology. They have created a platform to help physical retail operate more like eCommerce, removing barriers that once limited brands from opening stores and scaling their retail strategy.

To help them deliver on their mission of creating intelligent retail by leveraging first-party data, technology and systems to power omnichannel experiences, Leap was looking for a flexible and data-driven technology partner.

They chose to partner with Fyllo, offering interactive digital screens from the Fyllo Retail Suite as part of their cross-channel technology package to new retailers in order to help drive engagement, conversions and repeat visits.



For the past 3 years, Fyllo's interactive screens have been offered to retailers opening their first brick and mortar location. To date, the technology has been installed in over 50 stores for over 25 brands across the US ranging from apparel to intimates and accessories.

The screens do more than just engage shoppers, they delight. Retail associates have been impressed by the way the technology has elevated the shopping experience in store.

Here's what they have to say:

“Customers continuously interact with the screens. It draws them into the store.”

— Men's apparel retail store associate

The screens have helped shoppers:

Explain what they're looking for

“Most customers coming in have never been to the store before. It is a great tool for customers to use when they are explaining what they may have seen online if they are having trouble describing or finding it in store.”
— Category: Intimates

“Customers are very impressed and love playing with the screen. It helps them describe an item they saw online or something they are looking for, that's why I like to call it our “wow” factor. It's like seeing a cake in 3D.”
— Category: Accessories

View online only items

“The screens have definitely improved customer experience at our store. There are a few styles and colors that are online exclusives so we use the screen to show customers those styles.”
— Category: Apparel

See products in various contexts

“Customers scroll through the screen and enjoy looking at the new styles/colors. One particular customer saw a bodysuit on one of the screens and decided to try it on. She said that she saw it on the mannequin and it didn't catch her attention until she saw it on the model on the screen.”
— Category: Intimates

Show breadth of the product portfolio

“It's been helpful to show other colors online that aren't offered in store, as well as to show that we have a big and tall section.”
— Category: Apparel

To learn more about the Fyllo Retail Suite email, RetailSales@hellofyllo.com.