stockinstore®

The must-have functionality Kookai, T2, Intersport and Toyworld recommend for all retailers.

Q&A with
leading retailers

KOOKAÏ

T2

INTERSPORT®

TOYWORLD
where the best toys come from

early settler

N I Q U E ®

stockinstore.com

Leading retailers talk about the award-winning functionality that is helping bridge the gap between online and in-store and why their customers love it.

WINNER
Best in Store Tech Solution
NORA 2019

WINNER
Business of Tomorrow
WESTPAC 2018

FINALIST
Best in Store Initiative
ORIAS 2018

stockinstore's Find in Store solution is changing the omnichannel landscape for retailers across Australia and New Zealand.

stockinstore sat down with some of their clients comprising e-Commerce Consultants and Managers, Digital Specialists, COOs and Project Managers to discuss how a Find in Store feature is improving customer experiences across all touchpoints and delivering invaluable data into what their customers are looking for.

Q Why was the Find In Store solution brought to your attention?

HELENA @NIQUE: We wanted to offer customers a much better experience; customers see a product online and often want it there and then, they don't want to wait 2-5 days to receive it in the post.

With this functionality the customer can also see where the item is available; there is nothing more disappointing than seeing a product you like online, going into a store only to find out it's sold out and being unable to get to another store before it closes.

ROHAN @T2: Well I've been with the business (T2 Tea) just about 18 months and certainly I've been focussed on getting a solution like this since I started. I'm focussing on a unified commerce omni-channel approach to everything so that's been one of the main things I've been employed to do because of my previous experience in retail.

FRANCO @TOYWORLD NZ: It's always been on the radar and the question has not been a matter of why it's always been – of how.

The complexity is that all our stores are owner-operated. We don't have a centralized database system, POS system or ERP system across the group so each store has their individual systems [and] databases so it was always going to be difficult and complex.

Q What were you looking to achieve with stockinstore?

ROHAN @T2: Basically to show an omni-channel approach to everything we're doing in retail. To offer quick and easy visibility of the stores for a customer - obviously [when they're searching] for a product, the fact that you can see where those stores are located very quickly and see that availability, it works out really well. And the opening hours and contact numbers, the map – everything is all there and it's all very logical.

SVEN @INTERSPORT: We needed a solution that would use online to drive foot traffic into stores by providing customers with a shopping experience that allows them to see if their local store has stock available of the item they're interested in.

INTERSPORT Australia selected stockinstore because it had the flexibility to handle the complex requirements of a franchise group including stores on different Point of Sale systems and complex stock management requirements.

LIBBY @KOOKAI: [We were looking for] a solution that provides customers with close to real-time stock availability at their preferred boutique. We wanted to reduce the number of enquiries coming into Head Office regarding stock availability and make it more convenient for our customers to find what they are looking for both online and in-store.

HELENA @NIQUE: We had a requirement to offer our customers a much more holistic research and shopping experience across all touchpoints, which included being able to show our customers stock availability in our stores.

Over 40% of our users have no intention to buy when they visit us online and use our website purely for research purposes. We want to offer them the best research experience and stockinstore supports that.

> ❝ INTERSPORT AUSTRALIA SELECTED STOCKINSTORE BECAUSE IT HAD THE FLEXIBILITY TO HANDLE THE COMPLEX REQUIREMENTS OF A FRANCHISE GROUP INCLUDING STORES ON DIFFERENT POS SYSTEMS AND COMPLEX STOCK MANAGEMENT REQUIREMENTS ❞
>
> **SVEN KARLSSON,**
> **GENERAL MANAGER, INTERSPORT AUSTRALIA**

FRANCO @TOYWORLD: Our operating principle is actually driving foot traffic into stores, so showing stock in store was always a priority because I would get 500 – 600 phone calls a month in our company-owned stores saying "I've seen it online. Which store has got stock?" So we know there is a demand for people researching online and then wanting to jump into their car and go and fetch it.

If you look at the statistics of shopping online vs. shopping in bricks and mortar 19 transactions out of 20 are still in-store. So we know that in-store shopping is still relevant and important, however, research and decision-making is often done in a digital format. So the

importance of getting stockinstore was to not only drive customer behaviour, but also the conversion [it provides] conversely online because when they do have a look and say "My local store doesn't have it, [they often say] I'll just put it in the cart now and have it shipped to me". I suppose people are more and more time precious and they don't like to waste time and that's why stockinstore is relevant.

Q What feedback on the Find In Store feature have you received from customers, staff or management?

HELENA @NIQUE: Customers have mentioned that they found it really useful; they didn't have a wasted journey coming into store and finding it's not available. They also find it super handy that the opening stores and phone number are displayed, so they can plan their trip to the store, and they can even ring the store to hold the stock until they get there.

Store staff like it because the customer is already having a positive experience when they get to the store and they can then focus on selling add-ons, rather than trying to sell to a customer who is already fairly despondent when they can't find the item they wanted.

Stores don't necessarily get fewer calls in general, but the calls are much shorter. Now it's people asking to hold an item we know we have, rather than asking about an item we don't have, and then the store staff have to look up other stores that might have the item to help the customer, which takes the staff member away from helping the customers that are in their store.

Management finds the reporting really valuable. With the Lost Sales Opportunities report, we can plan more effective replenishment volumes to stores or arrange transfers from slow-selling stores to those with a higher propensity to sell.

FRANCO @TOYWORLD NZ: So we actually had a strategy meeting two days ago, over here in Auckland with all the members and they're all really happy with it. The most powerful piece I presented to them was the analytics that has now come out of the stockinstore [button]. Something you can't underestimate is the understanding of whenever a customer makes a researched decision and somebody clicks that button we're recording that behaviour so we're understanding what they're searching for, where they're searching, how many times they're searched. So we can see the data - lost sales, lost opportunities or measuring performance - so when you say "Oh what happened on the 14th August?" "Oh, we launched a promotion". Oh yes – you can see the visible spike in interactions with that button.

So the analytics is what's phenomenal as well. That's obviously what stockinstore spent a lot of time developing and continuously developing. Because, as more and more retailers get on board and say - "Hey I'd like to see that report" or "I want to see that metric" - the beauty of these guys is they are really proactive in terms of making their product better and better and better.

SVEN @INTERSPORT: Almost 20% of all customers viewing our website are using stockinstore but what's more important is the feedback from INTERSPORT stores who are noticing customers walking into store or contacting them directly after using stockinstore. This is a great outcome for everyone but especially our customers.

This new functionality has improved the relationship between Franchisees and Head Office because online is actively driving customers into stores. We've seen a 30% reduction in customer service enquiries relating to stock availability, improved conversion rates in-store and online and we're really pleased that, even though we have a lot of different product ranges and varying depths, there's been no complaints about inaccuracy.

The reporting shows us what products, down to the exact color and size our customers are searching for including the suburb/postcode locations that were looking for those items, the date and time but, most importantly, whether that item was available in that store. That's an incredible insight that helps our retail stores with product planning and Head Office to measure marketing effectiveness.

LIBBY @KOOKAI: The Customer Service team are now more confident in directing customers to the feature on the website for any stock enquiries. Calls and emails have dropped from 30-40 per week (before stockinstore was implemented) to 10-15 per week.

We haven't heard about issues from our passionate customers regarding the accuracy of stock availability in-store or the functionality, so we take that as positive feedback.

ROHAN @T2: All the Operations and Regional Managers are very, very impressed by it because it's always previously felt like a war of Us vs. Them, when it comes to ecommerce.

Operations are really happy about the fact that they [now] have a kind of unified view of everything. When I was in the US I spoke to the Regional [Managers] there and our four stores in New York and they were really, really excited to get that - the solution. So I knew that I was doing the right thing because they just had no visibility before. So now there is a true driver.

Q What was your experience like with stockinstore?

SVEN @INTERSPORT: Using stockinstore made sense. stockinstore keeps our customers engaged with their local store via our website. It's an affordable and easy-

> 66 STOCKINSTORE'S REPORTING SUITE GIVES YOU THE 'AIR-GAP' OF WHAT OCCURS THAT NO-ONE REALLY KNOWS ABOUT. THEY MEASURE WHAT CUSTOMERS ARE LOOKING FOR IN STORE AND WHAT ARE MISSED OPPORTUNITIES. UP TO NOW IT WAS ALL GUT-INSTINCT AND HEARSAY. 99
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> ROHAN PENMAN, GLOBAL CIO, T2
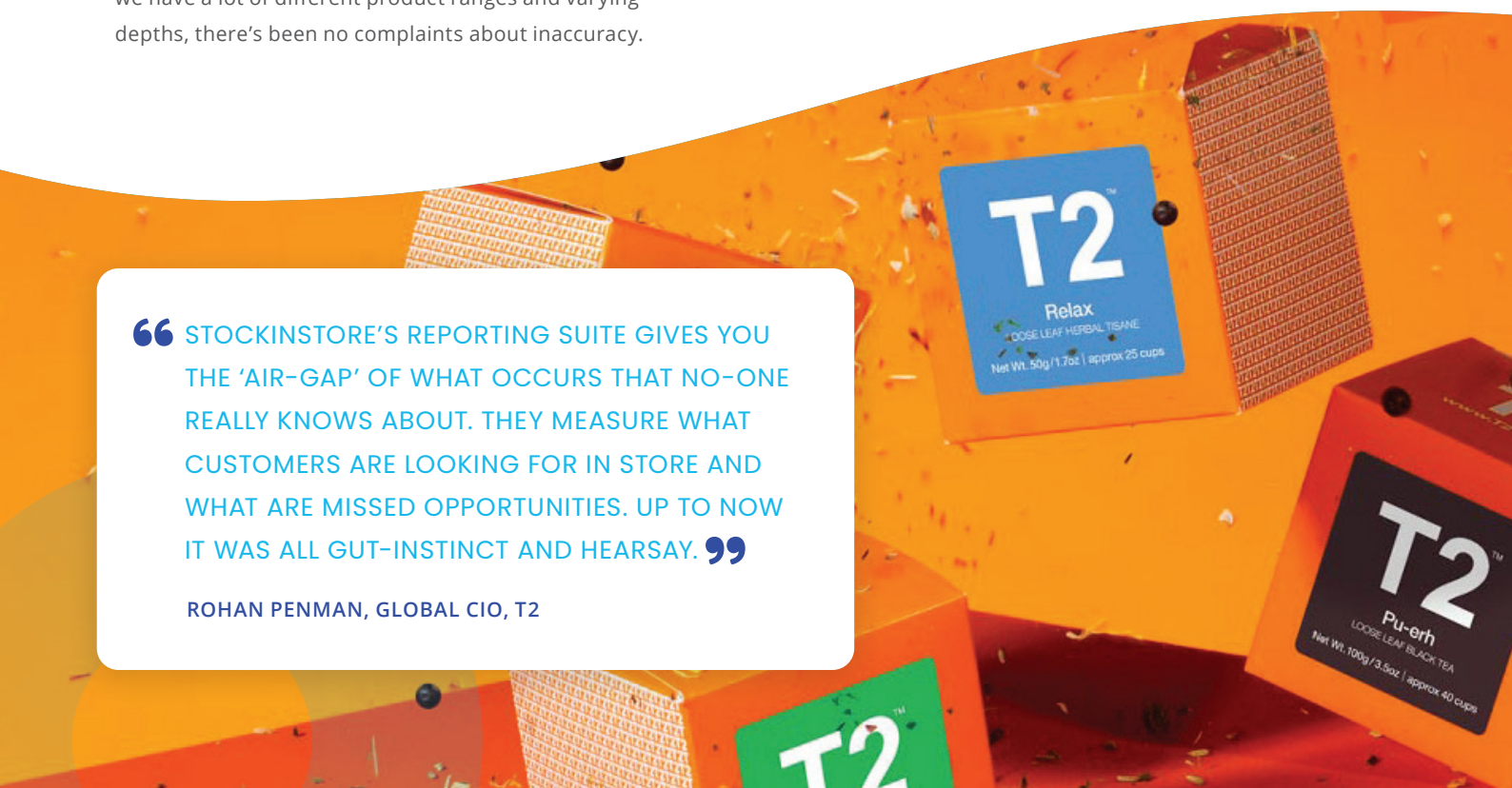
to-install solution for franchise retailers who have complex stock management issues. And that's great for our business, both in-store and online.

stockinstore was an integral part of our omnichannel strategy, allowing us to better meet the needs of our customers.

> **WE KNOW OUR CUSTOMERS TEND TO BROWSE ONLINE FIRST, BUT THEN LOVE TO COME INTO STORE WITH FRIENDS TO TRY ON PRODUCTS BEFORE MAKING A FINAL PURCHASE DECISION. WITH STOCKINSTORE, OUR CUSTOMERS CAN BE SURE THE PRODUCT THEY WANT IS AVAILABLE IN A STORE NEARBY, AND THAT DRIVES FOOT TRAFFIC TO THE RIGHT LOCATIONS.**
>
> **PENNY IREDALE,
> NATIONAL RETAIL MANAGER, KOOKAI**

HELENA @NIQUE: The team is super-proactive. It was incredibly easy to set up. The creative team is really sensitive to the brand aesthetic and they were also able to educate as they hand-held the client through the process. Reporting is super easy-to-use.

Stockinstore is one of the cleverest, cleanest and easiest solutions we have implemented. It helps us set customer expectations around stock availability in-store and helps us offer a much better customer experience.

BEN @EARLY SETTLER: I'd give it 5/5. The reports module in the admin portal gives data, based on search trends, meaning we can make better decisions on how to allocate stock in demand at a store level.

FRANCO @TOYWORLD NZ: For me, the stockinstore experience has been pretty phenomenal. I've been playing in e-Commerce since 2012 and I must say the general experience working with digital agencies and digital project management is never a good one. It's tough. You always feel as though you're the first one who has ever done something and it's always very expensive.

These guys (stockinstore) have obviously got their processes and their technology down pat and found a really easy solution for a very difficult problem.

It's been a great experience.

ROHAN @T2: I'd say 10. 10/10 Excellent. It was pretty flawless. It was all very, very quickly achieved.
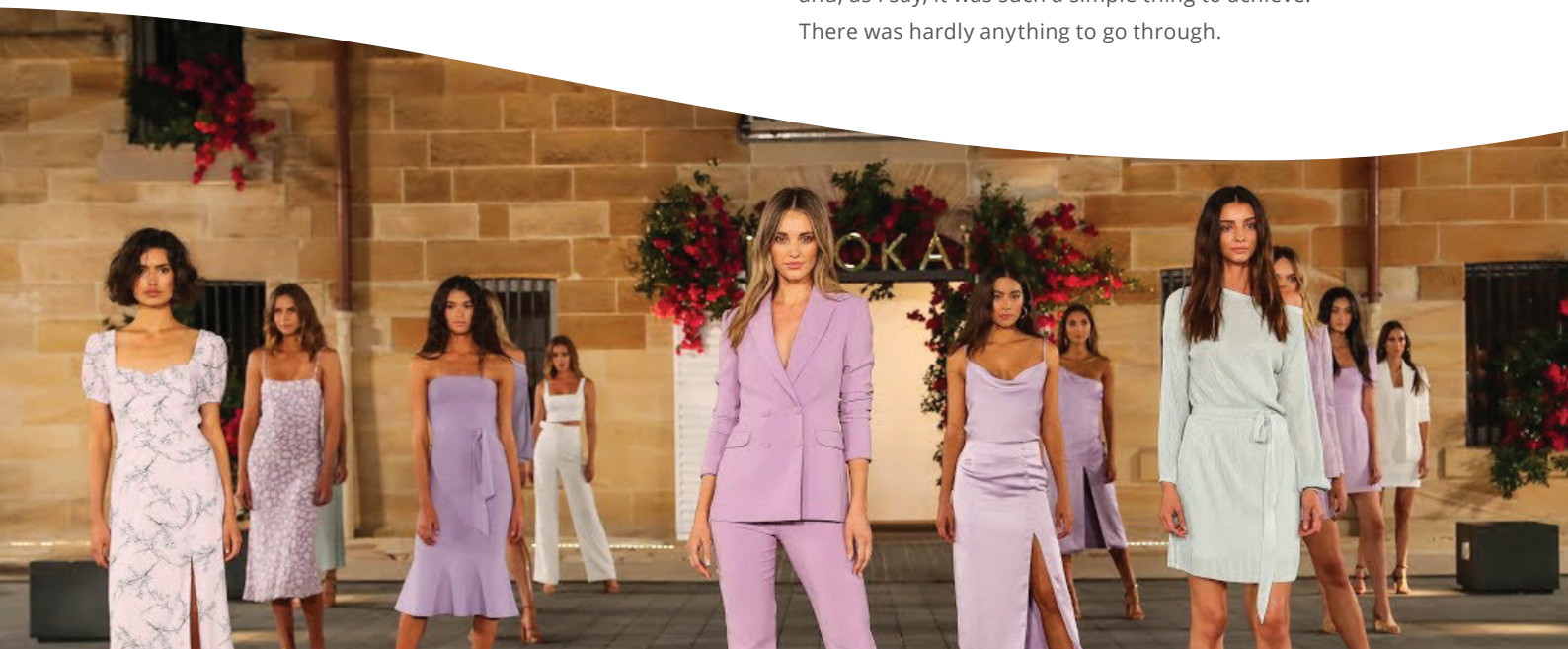
Q Most retailers think the integration process will be difficult. What advice would you give to other retailers who have these apprehensions?

LIBBY @KOOKAI: We chose stockinstore over other providers based on the ease of the integration with our platform and POS and support. We had worked with Andrew Maver (CEO at stockinstore) and the team previously and had been very happy with them.

BEN @EARLY SETTLER: Stockinstore integrates into any platform. Shopify, Magento - it doesn't matter. You don't need a dedicated developer in-house. They take care of it.

ROHAN @T2: We're using Salesforce's Demandware website solution so we did do a bit of a search of Demandware's Add-Ons. But the problem was they would've needed development work and a heavier amount of templating to get up and running, so the fact that the stockinstore solution looked – even in the mock screens – it was 90% there. Colouring, shading and style-wise. So yeah it was very, very fast to execute.

[When we contacted stockinstore] straight away the group came in and we had a quick chat with them and, as I say, it was such a simple thing to achieve. There was hardly anything to go through.

FRANCO @TOYWORLD NZ: Everything is done externally so you don't have to mess with your actual web platform and that's where the cost or complexity or issues would normally arise. This is where stockinstore solved my problem.

I was going to have a lot more moving parts, costs and areas of potential failure by going down the route I was planning. What stockinstore has done has not only been quick, it's also been affordable and it's also been effective without jeopardizing any other functionality in the site.

Q Was stockinstore good value for money?

ROHAN @T2: Oh yes, absolutely. I thought that it was a no-brainer straight away, especially due to the fact that there was no development work. It was an immediate, affordable Op-X.

LIBBY @KOOKAI: Yes.

FRANCO @TOYWORLD NZ: Yes

HELENA @NIQUE: Yes, absolutely.

Q Would you recommend stockinstore to other retailers?

LIBBY @KOOKAI: Yes.

HELENA @NIQUE: We would, and have!

BEN @EARLY SETTLER: We would recommend stockinstore to any retailer who operates bricks and mortar alongside web channels. Essentially stockinstore has added a feature to our website that would take much longer and be far more expensive if developed in-house.

FRANCO @TOYWORLD NZ: Absolutely. It was a breath of fresh air to have something that ended up being [what] they said it was going to be and actually delivered on what they said they were going to do within the costs and timelines.

ROHAN @T2: Yeah, yeah definitely. If they were smart they would be using it!

(Laughs) That's great to hear.

ROHAN @T2: I'm happy to have that advantage for a little while though. (Laughs)

Special thanks to our contributors for their time.

T2

ROHAN PENMAN
Global Head of Technology
T2 Tea

Top 50 CIO. Highly-regarded tech expert providing full digital transformations to leading brands. e-Commerce, Wholesale and extensive Retail experience includes: Global FMCG, Beverages, Fashion, Homewares, Electrical, White goods, Home Entertainment, Fuel, Books and Mixed media.

KOOKAÏ

LIBBY SPITERI
Ecommerce Manager
Kookai Australia

Digital eCommerce specialist with ten years' experience at Kookai and a passion for delivering exceptional customer experiences.

INTERSPORT

SVEN KARLSSON
General Manager
INTERSPORT Australia

15+ years experience working in the sporting goods industry. Leads the Product, Marketing and Operational functions at INTERSPORT Australia, a sports retail franchise group.

TOYWORLD
where the best toys come from

FRANCO GODINICH
CEO ARL
Toyworld NZ

Extensive retail experience in FMCG and General Merchandise leadership roles developing high performing teams and delivering exceptional growth through the implementation of strategic marketing, merchandise and operational initiatives.

NIQUE ®

HELENA GABANSKI-SYKES
Head of Digital
Nique

eCommerce and Marketing professional, with 12+ years' experience delivering digital transformation and aggressive profitable growth for retailers across the UK and Australia. Specialist in Omnichannel strategy, design and delivery.

early settler

BEN MOS
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Highly experienced in frontend development and agile project management. Delivers solutions that enable businesses to grow while improving the overall customer experience.

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