

Increasing Sales with Endless Aisles

INDUSTRY
Retail

CONCORD CAPABILITY
Digital & User Experience

Project Overview //

The most successful retail apps seamlessly connect your customer's in-app and in-store experiences. Our national retail client had the basics of a mobile app, but couldn't leverage the existing functionality to equip store associates to fulfill sales from the app in-store.

It was time for a mobile upgrade to improve brand identity, increase customer satisfaction, and create a true omnichannel experience.

Project Results //

The Concord team implemented an endless aisle mobile solution for our client, quickly eliminating any customer or employee accessibility issues when in-store. We integrated the mobile app with Salesforce Commerce Cloud to further enhance the application's capabilities.

As a result, our client enjoys the following benefits:

- // Increased footfalls, sales conversions, and cross-sell/upsell opportunities
- // Enhanced customer experience, faster service, and better filtering capabilities
- // Improved access to consumer and product data
- // Expanded inventory options without needing to increase in-store floor space