

# WINS INNOVATION FOR THE STORE



Part of Euronics Group – leading Italian Retailer in Consumer Electronics area – SIEM S.p.A. has nearly 50 anni of experience in Retail..

Well known in South Italy, SEIM has 31 Stores located in Apulia, its region of origin, Abruzzo, Basilicata, Marche and Molise.

## THE NEEDS THAT INDUCE TO THE SEARCH OF A RELIABLE PARTNER

To provide a performing tool to their Shop Assistants, to support them disclosing the customers needs in advance for a **NEW, FAST, EFFECTIVE, TECHNOLOGICALLY SUPPORTED SALES EXPERIENCE**: for a winning cross-selling technique.

To equip the stores with a tool for **SALES INCENTIVATION IN THE PHYSICAL STORE**: for a better use of benefits.

To **INCREASE SALES** through a value added service which could be perceived from the customer as a **TYPICAL BENEFIT OF THE STORE CHAIN**: for a better customer retention.

To proceed in **FULL DIGITALIZATION PROCESS OF THE STORE**: for a successful store management.

“We were searching for an additional service that could identify complementary products for the enrichment and the fulfilment of the main product sold.

Inspire by Wins is the performing tool that we needed: results revealed to be really satisfying in terms of efficiency in service. Our sales assistants can identify the complementary product which fits best each customer needs, which can grow his perceived satisfaction and his purchase inclination in few steps”.

Vincenzo Pennacchia, ICT Manager - SIEM S.p.A.

## INSPIRE TOOL SUPPORTS SALES

## GAINED BENEFITS

**FOR THE STORE:** sales assistant can support customers in the choice of additional products through a high performance tool which can be accessed by various store devices: tablets, kiosks, department devices, cash points.

THE SALES ASSISTANT IS NOW READY, he knows what the customer needs, he feels more confident in the offer, the PURCHASE EXPERIENCE IMPROVES, the QUALITY PERCEIVED IN STORE GROWS

**FOR E-COMMERCE:** Inspire “inspires” the customer also on e-commerce channels. The additional products are easily identified both in suggested products area (after authentication) and in the product datasheets.

The customer is “inspired” by the system and continuously encouraged to buy. THE SALES GROWTH IS ALL SET.

**THE CUSTOMER IS SATISFIED:** a competent sales assistant in store or a performing system which can recognize the customer online are perceived as a high level service. If identified by a loyalty card, the system can trace the customer purchase behaviours for a unique purchase experience.

A SATISFYING CUSTOMER JOURNEY brings A GROWTH IN SALES and LOYAL CUSTOMERS

**THE WINNING ALGORITHM:** Inspire analyses the previous sales, learns the purchase behaviours and optimises the offer to satisfy the customer; it also helps the retailer to sell additional products, takes advantage on the matches combined through the management console and completes the proposition to fulfil the system.

The tool supports the identification of the right additional product to GAIN SUCCESS IN SALES

**THE INTEGRATION:** Inspire can be integrated with cash point and department software, with omnichannel platforms, with B2B and B2C: customer service is now easy

Information is easily reachable for a PRECISE, FAST AND EFFICIENT SERVICE

**THE MANAGEMENT CONSOLE:** with Inspire the retailer can integrate the product matching with personal associations and modify the existing matching through the console.

Automatic algorithm and manual intervention for the PERFECT OFFER.

