CASE STUDY

Kiddicare Uses RetailNext Products to Improve Multichannel Shopping Experience

A baby specialist since 1974, Kiddicare is more than just a store; it’s the amazing new baby experience that reaches customers online, through the mobile web, on Kiddicare’s free iPhone app or one of the company’s superstores. Kiddicare has won numerous awards in the last four years because of its brilliant range, guaranteed lowest prices, trusted and expert advice, excellent service, and all the little extras that parents love.

BUSINESS CHALLENGE

Because Kiddicare’s competitive strategy is centered on superior customer service across all channels, the company was early to recognize the advantages that it could gain by introducing guest Wi-Fi access to shoppers in its superstores. “Our customers are tech savvy,” states Fred Soneya, eCommerce Lead at Kiddicare. “We wanted to create a multichannel experience that would make it easy for them to access a wealth of additional product information whilst in store – and also give the company a single view of their interactions across channels.”

Kiddicare knew that its shoppers are quick to turn to the Internet for information about the products they were seeking and that smartphones were bringing this behavior into the stores. “We have built a really rich shopping experience on our website,” Soneya continues. “Making our 4,500 product videos and customer reviews more accessible to shoppers through their smartphones—for example, enabling them to scan a barcode and watch the relevant video—would fit perfectly with their desired path to purchase.”

SOLUTION

Kiddicare wanted a guest Wi-Fi solution that would be easy for its shoppers to use and that would be able to capture data for a single customer view managed in its Salesforce.com CRM system.

“With [RetailNext], we have been able to create a simple, compelling user experience that gets our shoppers on the network fast,” Soneya says. “Once they have opted in to our terms of service, they are automatically reconnected any time they enter one of our stores. Furthermore, we liked the fact that [RetailNext] does not require any additional Wi-Fi infrastructure. We’d made a significant investment in our Cisco wireless network, so not having to duplicate that infrastructure was a big advantage. We recognized that the [RetailNext] API would let us meet our integration goals.”

Fred Soneya
eCommerce Lead
Kiddicare
QUICK DEPLOYMENT LEADS TO SOLID ADOPTION IN LAUNCH

Deploying RetailNext was quick and painless for Kiddicare. “Once we designed our landing page and configured the solution, we were up and running in our Nottingham store within days,” Soneya says. “The set up at our Merry Hill location was even faster. The team was great; their dedication and responsiveness made life much easier for us.” Kiddicare completed its “soft launch” of the guest Wi-Fi service two months ago. “We already have approximately 10% of our in-store shoppers engaging with us on an average day,” Soneya reports. “This number is growing and with in-store promotion planned, we’ll do be able to drive even higher adoption.”

INITIAL ANALYTICS VALIDATE OMNICHANNEL SALES APPROACH

Using RetailNext’s online analytics to evaluate what shoppers are doing while they are in the store, Soneya and his team have been able to see omnichannel selling in action. “The top site viewed by users has been our website, Kiddicare.com,” he says. “Whether shoppers are viewing product information, watching videos, or checking prices, the omnichannel experience is moving them one step closer to conversion.” The online analytics help evaluate what shoppers are doing while they are in the store. Soneya and his team have been able to see omnichannel selling in action like never before. “The top site viewed by users has been our website, Kiddicare.com,” he remarks. “Whether shoppers are viewing product information, watching videos, or checking prices, the omnichannel experience is moving them one step closer to conversion.”

RetailNext analytics have also helped Kiddicare to understand the impact of “showrooming” in its stores. Soneya and his team know that shoppers also access the company’s top competitors’ websites while in-store, and they have visibility into web searches and products viewed. “We know that this data is actionable for marketing and merchandising,” Soneya comments. “We plan to incorporate it into more areas of our business and make it part of our operational metrics.”

GUEST WI-FI ENGAGES BOTH CUSTOMERS AND BROWSERS

Through the terms of its guest Wi-Fi service, Kiddicare has been able to capture the email addresses not only of current customers but also of non-customers who may be in the early stages of researching baby products. The company will integrate RetailNext data with Salesforce.com and its Responsys eCRM so that it can reach these “browsers” with personalized, relevant offers. According to Soneya, “reaching potential customers earlier in their purchase cycle gives us opportunities to maximise their lifetime value.”

CREATING A SINGLE VIEW OF THE “SOCIAL MUM”

Many of the omnichannel shoppers are also part of Kiddicare’s most important customer segment: “the social mum.” “Mothers have been at the epicenter of both smartphone adoption and social networking,” says Jennie Cox, Head of Social Media and PR at Kiddicare. “They are always on the go, and they place tremendous value on each other’s advice when purchasing baby products. We have seen that many of our customers do indeed use their smartphones to blog about their parenting experiences and often post their purchases to post on Facebook, Twitter or Instagram. RetailNext gives us new insights into who these shoppers are and how they shop across our channels. With this single customer view, we can serve them better – and encourage them to share our amazing baby experience with their friends, followers and community.”
RetailNext is the leader in Applied Big Data for physical retail, delivering real-time analytics that enable retailers, shopping centers, and manufacturers to collect, analyze, and visualize in-store data. The patented solution uses best-in-class video analytics, Wi-Fi detection of mobile devices (including Bluetooth), data from point-of-sale systems, and other sources to inform retailers about how customers engage with their stores. This comprehensive and highly versatile platform easily integrates with a number of store data sources, including promotional calendars, staffing systems, and even weather services, to analyze how internal and external factors impact customer shopping patterns and provide retailers the ability to identify opportunities for growth, execute changes, and measure success.

RetailNext tracks more than 800 million shoppers per year by collecting data from more than 65,000 sensors in retail stores and analyzing trillions of data points annually. Headquartered in San Jose, CA, RetailNext is a growing global brand operating in 33 countries.

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