

## Fitting rooms fit for purpose

**A pile of clothes stacked at the entrance of a set of fitting rooms made the director of a large retailer uneasy. Why was the fitting room of this flagship store hindering sales?**

Feedback from customers and store associates revealed that the minimal facilities and frequent long queues

were making customers uneasy. Some gave up, others found the experience unsatisfactory, while most blamed a lack of information about alternatives, other sizes, or stock levels.

The answer was to leverage the power of Connected Retail technology and transform the tired fitting rooms with the magic of digital – specifically ‘Magic Mirrors’ which

enabled customers to try a range of possibilities and alternatives in the comfort of a refurbished fitting room. Store associates used a digital device – either a watch or a tablet – to check availability of alternatives and drive purchases without the need for the customer to find a till.

**More sales were closed, and the fitting rooms became a hub for human-centric, connected retail in action.**