



▶ An Aptos Case Study

Bringing the True Religion “Endless Aisle” to Store Associates’ Wrists Through Envy-Worthy Wearables

Customer profile

TRUE RELIGION®

Company:	True Religion
Retail focus:	Fashion-forward denim
Founded:	2002
Head office:	Manhattan Beach, CA
Stores:	150+ US and international
Other channels:	700+ third-party retailers
Website:	www.truereligion.com



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Wait... You're going to check for other styles I might like on your wrist?

In the world of apparel fashion where omni-channel retail is king, customers have come to expect unlimited choices and product availability in every channel. If you fail to live up to that expectation for “any product, anytime, anywhere”—especially in your brick and mortar stores—the result is most often a dissatisfied shopper and a lost sale. It’s a scenario that not only costs you money but also damages your brand.

How can you prevent it? How can you: A) give customers the ability to seamlessly find and order any product whether it is in the store or not, and B) connect with them in a way that creates a positive shopping experience and results in future loyalty?

For True Religion, a tech- and fashion-forward retail clothing chain known for its signature jeans, the answer is a new take on endless aisle made possible with help from Aptos and digital agency Formula 3 Group.

The Challenge: So Many SKUs, Not Enough Space

True Religion knows all too well that the number of SKUs can grow quickly in the denim business. Offering their huge and ever-expanding range of washes, sizes, colors and cuts would be a challenge in any retail space, let alone the hyper-focused 1,500 square feet of many of their stores.

The company decided to address this challenge early in 2015. They wanted an endless aisle solution that would give customers access to their entire inventory, while reinforcing their brand identity as a hip and “in the moment” fashion retailer.

“Although we took the right steps to localize our product assortment according to consumer demands, it was important that we didn’t turn away customers simply because we didn’t have the exact product they might have been looking for in the store,” said John Hazen, VP, Omnichannel Commerce & Digital Innovation for True Religion.



F3G is a leading innovator of retail and omnichannel technology...

Our proprietary solutions create extraordinary, personalized experiences for customers of leading retail brands.

The Solution: The Best (and Most Powerful) Little Wearable in Retail

True Religion turned to Aptos and Formula 3 Group to develop a unique endless aisle solution: an Apple Watch® app for store associates that delivers a real time view of all inventory—any item, anywhere in the enterprise. The app, which True Religion has named “Band,” includes intuitive search functionality and immediate access to the entire True Religion product catalogue.

The True Religion “Two-Step” to Endless Aisle

Using “Band,” True Religion associates follow two simple steps to locate out-of-store items and confirm and fulfill orders.

Step 1: Band allows sales associates to easily filter through the retailer’s entire assortment, based on real-time inventory availability, and to quickly locate the exact size, style, color and wash of jeans a customer has requested—all on their watch.

Step 2: Once the sales associate identifies the customer’s preferred item, the associate swipes their finger to “cast” the merchandise from the watch to a large high-definition monitor. The image includes a bar code that the associate can simply scan to complete the sale, using an Aptos Mobile POS device. After the purchase has been completed, Aptos Order Management ensures that the product is shipped directly to the customer’s home.



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Connecting With the Customer While Building the Brand

True Religion’s Band was developed to serve as both a customer engagement vehicle as well as a save-the-sale solution, all through an easy-to-use and elegant interface. It’s both the function and form that make it work.

“The wonderful thing about this solution is its innate coolness,” said Hazen. “It breaks down barriers between the customer and the store associate, and delivers a high level of consistent and powerful customer engagement throughout the entire sales process.”

“When a customer walks into one of our stores and a sales associate is able to immediately help them find what they are looking for by using Band, the customer is immediately interested,” he continued. “Once the item is cast to the big screen, the customer can see their potential merchandise in full view, further increasing the chance for the sales associate to close the sale.”

Because most True Religion stores have very limited square footage, the time it takes for a shopper to peruse the inventory is also limited, which makes constant engagement critical. The Band app makes that happen. It lets a True Religion store associate engage a customer with more than just the typical (and typically uninspiring) “Can I help you?” question. Instead, the store associate can ask, “I see you are looking for denim today. What is your size and color preference? I can use my watch to see what we have in our inventory right now.”

According to Hazen, this is where a True Religion store associate can hook a shopper. “Once the customer hears more than the usual throw-away line of ‘Do you need any help?’ from the store associate and sees what we can do with Band, they immediately want to know what it is—and will likely want to continue with the sales process because it encourages them to linger.”

The Early Results: Wearables Become Effective Selling Tools and Turn Up the Dial on Coolness for Store Associates

Since launching their endless aisle solution, True Religion has reported positive quantitative and qualitative results. Store managers have reported an immediate change in the demeanor of store associates when they wear Band. Band not only adds to the list of enticing job perks—since many store associates do not have their own Apple Watch—it quite literally makes them look cooler to perspective customers. This impacts the way they carry themselves and engage with customers.

“Band has quickly proven to be a valuable door opener and conversation piece for our store associates, which is important,” said Hazen. “But, what is even more critical is the fact that Band infuses our stores associates with priceless confidence, because they know they have the power to look up our entire inventory. With Band, our store associates can now present reliable information to shoppers to help them convert more sales and increase customer loyalty.”

Raising the Bar

As a revolutionizing player in the fashion industry, True Religion has certainly raised the bar for technology innovation in the world of omni-channel retailing. **Their endless aisle solution now puts the power of real-time inventory information, previously only available at the point of sale, on the store associate’s wrist.**

True Religion Co-Founder Kym Gold’s mantra is, “Never settle for a no; always look for a yes.” Endless aisle at True Religion, enabled by Band, makes that possible—and profitable—like never before.

Enabling Technology:

- ▶ Product Information Management, Enterprise Order Management and Mobile POS solutions from Aptos
- ▶ “Band” Endless Aisle Apple Watch App from Formula 3 Group

About Aptos

Aptos: Engaging Customers Differently

In an era of virtually limitless choice, sustained competitive advantage only comes to retailers who engage customers differently—by truly understanding who they are, what they want and why they buy. At Aptos, we too, believe that engaging customers differently is critical to our success. We are committed to a deep understanding of each of our clients, to fulfilling their needs with the retail industry’s most comprehensive omni-channel solutions, and to fostering long-term relationships built on tangible value and trust. More than 500 retail brands rely upon our Singular Commerce platform to deliver every shopper a personalized, empowered and seamless experience... no matter when, where or how they shop. Learn more: www.aptos.com.

Contact

+1.845.926.4220

info@aptos.com

www.aptos.com

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