

MOBILE

Printemps takes store locator inside with geolocation mobile app

June 24, 2014



The exterior of Printemps' Paris store

By SARAH JONES

French department store chain Printemps is helping consumers find exactly what they are looking for in-store with a new mobile application.

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Luxury Daily

The app uses geolocation to let users pinpoint brands, services and their friends inside the chain's Paris Haussmann flagship. Since consumers are very likely to be on their mobile device while in-store, it makes sense for a retailer to aid their shopping experience with an app.

"Printemps wants to help consumers navigate their flagship retail store and are using Bluetooth to enable that indoors navigation," said Simon Buckingham, CEO of [Appitalism](#), New York.

"Upon activating and calibrating the Bluetooth app users can locate themselves and their friends inside the store and navigate around it," he said.

Mr. Buckingham is not affiliated with Printemps but agreed to comment as an industry expert.

Printemps was unable to comment directly before press deadline.

Finding their way

Printemps Haussmann is about 468,000 square feet, with nine floors. This app will help consumers navigate the large retail space.

The app home screen is simple, with nine tiles for navigation. Consumers can choose from French or English. On the loading page, a message pops up asking if the user wants to authorize the app to locate them inside the store, and tells them Bluetooth must be turned on.

PRINTEMPS HAUSSMANN

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BRANDS



MAP



SEARCH



OPENING HOURS



SERVICES



RESTAURANTS



ACCESS



FAVOURITES



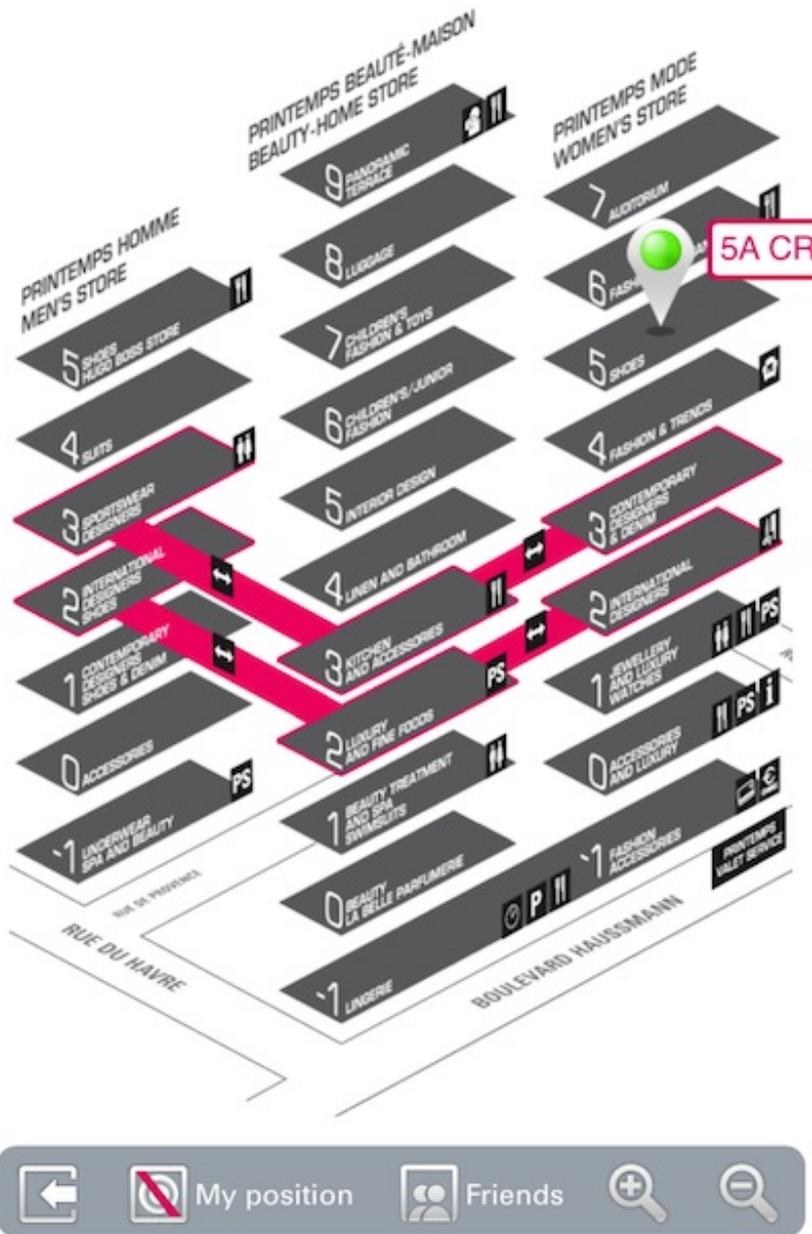
PRINTEMPS.COM

App developed by Mobile-Spot

Screenshot of Printemps app home screen

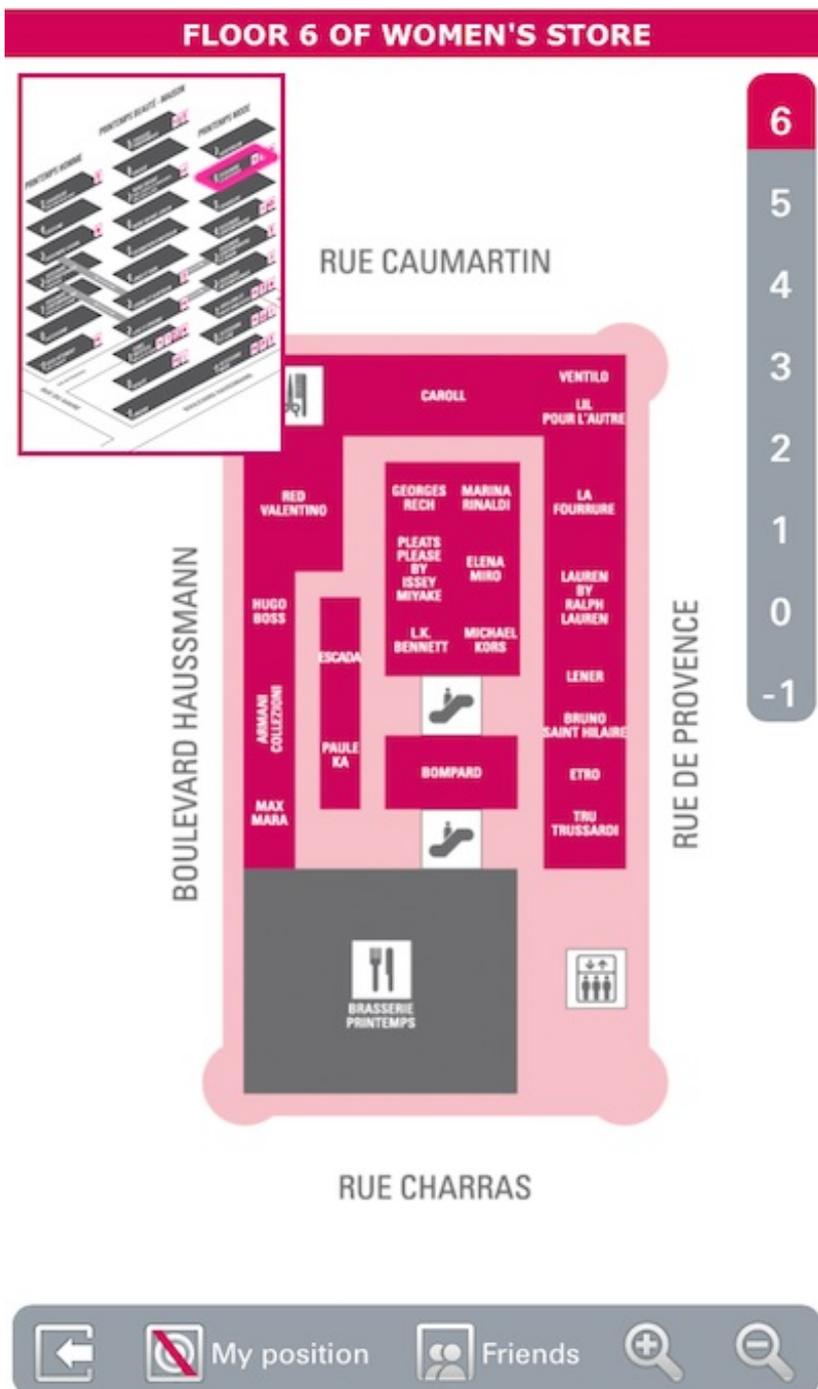
A “brands” button takes consumers to a list of all of the labels carried by the retailer in all departments, from beauty and apparel to home. Consumers can search this list and select a brand to see it plotted on a map of the store.

SELECT A FLOOR TO DISPLAY ITS MAP



Screenshot of Printemps Haussmann app

If the consumer clicks on the pin, they are shown an aerial view of the sales floor.



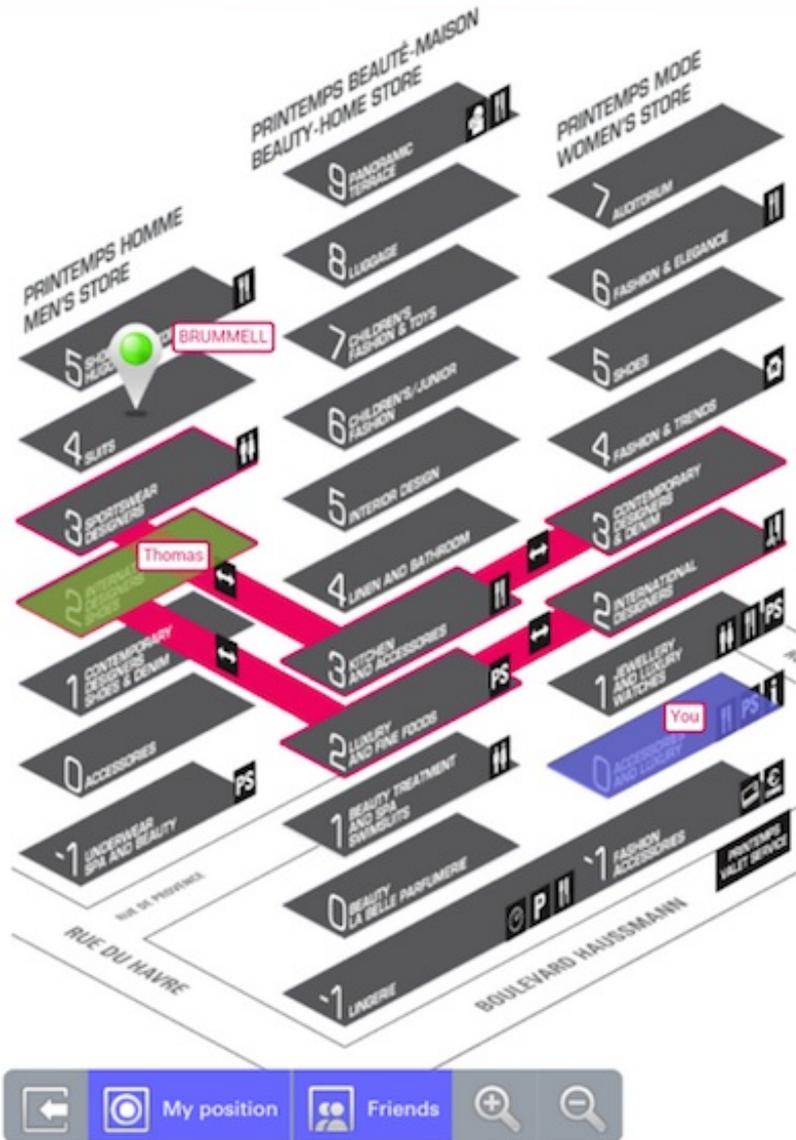
Screenshot of Printemps Haussmann app

A similar icon provides a list of restaurants within the store, with links to a map and information about the menu.

Services are also listed in a separate directory. This gives information about everything from Printemps Voyages, a honeymoon planning service, to a hair salon and personal shopper. Included in these pages are the phone numbers of each department.

The “map” icon on the homepage takes consumers to a view of the store, where they can see their own location or see where their friends are.

SELECT A FLOOR TO DISPLAY ITS MAP



Screenshot of Printemps Haussmann app

When the friends icon is selected, the consumer is prompted to enter their name. They can then either create a group, which will give them a passcode to give to their friends, or join an existing group.

To further help navigate, an “access” link tells consumers what escalators and elevators travel to their desired destination.

The app also gives the opening hours of the store.

The consumer can also view the Printemps mobile Web site within the app. To get consumers using the app, the mobile Web site features the link to download prominently on the mobile site.

PRINTEMPS

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Screenshot of Printemps Hausmann app

Printemps' app is available for free for both [Apple](#) and Android devices.

Bringing mobile in-store

Other retailers have made connecting with sales associates easier with apps.

For instance, department store chain Neiman Marcus has released an iOS mobile application that blends content and commerce to promote interaction with consumers on-the-go.

The app allows consumers to search for their closest location either using geolocation on their phone or a search function. Once a store is selected, consumers can click on the name to read about upcoming events, the sales associates and services offered in-store.

Sales associates are listed with their department, with icons next to their names so consumers can call, text, email or FaceTime with them right from the app ([see story](#)).

Consumers tend to use smartphones to assist in-store purchases rather than for mcommerce, but many brands have been slow to implement simple features that can maximize this tendency, according to a new report by L2.

Sixty-five percent of brands studied in the report offer geolocation for nearby stores and 44 percent have responsive mobile Web site designs. Researching products, comparing prices and checking inventory are all favorite mobile activities that tend to generate in-store traffic ([see story](#)).

Printemps' app will likely be used as a starting point, from which consumers can find additional in-store help.

"The store is a very large one so having an app may help people locate brands," Mr. Buckingham said. "For example, a search for 'Boss' had six different results on four different floors, showing multiple product categories.

"[Printemps'] app is easy to use in terms of being an interactive guide to the store, with good search and listings and different ways to navigate the store via floor listings and floor maps," he said. "I do think that people know where they are in a store through the in-store guides so I am unlikely to navigate a store via an app as opposed to simply looking at in-store physical guides or asking a store employee."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/YWily9ghwno](https://www.youtube.com/embed/YWily9ghwno)

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