

IN-STORE

## La Perla to track performance data for seamless in-store improvements

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*La Perla Fall/Winter campaign*

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By NANCY BUCKLEY

Italian lingerie maker La Perla has teamed with a software platform to create a platform that will be implemented for all La Perla boutiques and fashion stores where its products are sold.

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**Luxury Daily**

La Perla worked with MicroStrategy Mobile to analyze sales and other company data points through key performance indicators. This new technology will allow La Perla to be aware of information in all its stores and make necessary alterations to tactics without too much delay.

"Managing metrics is key to achieving successful results," said Chris Ramey, president of [Affluent Insights](#), Miami, FL.

"Premium segments no longer have the luxury of entitlement or managing based on gut feelings," he said. "True luxury brands lead first with marketing. Any tool that allows them to better understand their clients will become invaluable."

Mr. Ramey is not affiliated with La Perla, but agreed to comment as an industry expert.

[La Perla](#) was unable to respond by press deadline.

## Mobile strategies

With MicroStrategy Mobile, La Perla executives will be able to analyze performance on a weekly, monthly and yearly basis on their mobile devices.

Performance will be comparable across different time spans, store regions and specific stores. Executives will be able to see trends and high and low sales performances across different areas.



## *Microstrategy Mobile*

The technology will allow La Perla stores to make immediate changes based on previous key performance indicators.

La Perla executives will be able to contact store managers with the information on the app, providing a them with the option to quickly make decisions based on individual store locations.

Gianluca Guidotti, the information technology manager at La Perla said in a branded statement "After evaluating other mobile technology solutions in the market, we chose MicroStrategy for its excellent user experience, ease-of-use, and speed-of-adoption.

There's no learning curve associated with the app so our executives started using it immediately after implementation. With MicroStrategy, our business owners now have a user-friendly, convenient way to access critical insights."

The mobile app will likely change La Perla's business strategies.

## **Technical advancements**

Increased in-store transparency will help brands better engage consumers.

For example, now that CPU and camera technologies have progressed to where consumers can do facial and image recognition right from their mobile devices, this is opening up some new and interesting opportunities for marketers.

Brands such as Gap and Target are already leveraging image recognition to enhance shopping experiences by tying images to pertinent information. As the technology continues to improve and an individual's digital image and profile starts to play a larger role, there are opportunities for even greater personalization and relevancy, but the potential to creep out consumers also grows ([see story](#)).

Also, as retailers update stores to meet customer expectations, they must ensure that sales associates maximize the potential of digital touchpoints, according to a workshop session at Luxury Interactive 2014.

Brands are quickly improving cross-channel integration and data collection capabilities, but these moves are partially squandered if employee training programs fail to be enacted. Indeed, poorly leveraged technology can turn what should be a customer benefit into a hindrance ([see story](#)).

Using technology as a measurement tool is becoming more and more important for brands.

"Mobile remains the fastest growing channel," Mr. Ramey said. "Actionable intelligence and speed are key to serving your client."

"More than ever before, time is currency," he said. "Any brand that isn't leveraging technology is already at a disadvantage."

Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

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