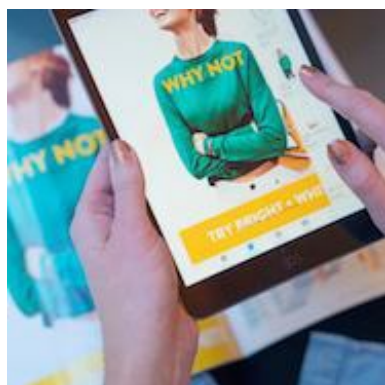


MULTICHANNEL

Bi-directional commitment necessary to engage consumers

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Nordstrom Scan & Shop

By NANCY BUCKLEY

PALM DESERT, CA – Consumers expect online experiences to echo in-store opportunities, according to panelists at eTail West Feb. 18.

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Brand images across both online and in-store are presumed by consumers to be similar, maintaining one presence across all channels. Retailers, such as Nordstrom, offer click-to-collect and online returns in-store, but these options are often just the beginning of cross-channel experiences that are available for consumers looking to engage digitally and in-person.

"It is bi-directional, it is not just the impact of online on in-store, but also the impact of in-store on online," said Jason Gowans, director of data lab at [Nordstrom](#).

"There is a lot of human intelligence in the stores and we spend a lot of our time thinking about how we can model and scale that behavior," he said.

Bring it all together

When a consumer shops online it is almost expected that the Web site will remember the consumer's past views and shopping cart items. The transition of this personalization is

not yet a common concept found in-stores.

Beacons are slowly becoming more prevalent within stores, but the concern among the panelists remains in the lack of incentive for the consumer.

Consumers are not going to opt-in by turning on Bluetooth on their phones if they will not benefit from beacon technologies.



Panel at eTail West

For retailers to enact a fully omnichannel experience, brands must start from the top down and engage individuals from every level of the company.

Online actions aggregate analytics that brands can use to see what products are of interest and which campaigns work the best, but in-store that technology does not exist.

Mobile apps are one way to get dual engagement, but brands need to present an extra value to consumers to want to download and then keep the application on their smartphones.

Mobile Nordstrom

One way that Nordstrom is creating an omnichannel experience is by letting consumers interact with its print catalog through a new scanning feature for its iOS application.

Scan & Shop is a new feature on Nordstrom's The Catalogs app, allowing consumers to bring up the products they like on the physical page and make a purchase from their tablet or smartphone. Creating this digital link between catalog and commerce will help the retailer drive sales, since consumers will be able to more easily find the items that interest them as they peruse the book ([see story](#)).

Many department stores are getting battered on multiple fronts, but early adopters of digital, such as Nordstrom, have defied the climate of decline, according to a new report by L2.

The number of department stores has plunged over the past decade and some big dogs have been toppled, but the outlook is not that bleak for savvy players. Indeed, the logistical prowess of department stores is a major advantage in the digital world ([see story](#)).

Integrating the digital and physical requires brands to use cross-analytical data and recognize the patterns of consumers.

"One of the things we are working on is trying to build predictive models that can predict of those online customers that we acquired who are most likely to shop in store, such that we can deliver a different site so we can create a diff site experience, for example when they are on Nordstrom.com," Mr. Gowans said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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