

MOBILE

Neiman Marcus creates specialized mobile wallet for payment ease

February 25, 2015



Neiman Marcus in Walnut Creek, CA

By SARAH JONES

Fashion retailer Neiman Marcus Group is giving consumers a new way to pay with the launch of a brand-specific mobile wallet.

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Neiman Marcus worked with Capital One to create a mobile payment solution that enables consumers to store credit card information within its application for iPhone, allowing them to use their phone's screen as a form of payment when in-store. This claims to be the first mobile wallet released that was created specially for a retail card partner.

"We wanted to be able to accommodate our private label credit cards," said Ginger Reeder, vice president of corporate communications at [Neiman Marcus Group Services](#), Dallas. "In addition, as we looked to meet the growing demands of customers to use mobile payments, we developed a solution that securely addresses that need."

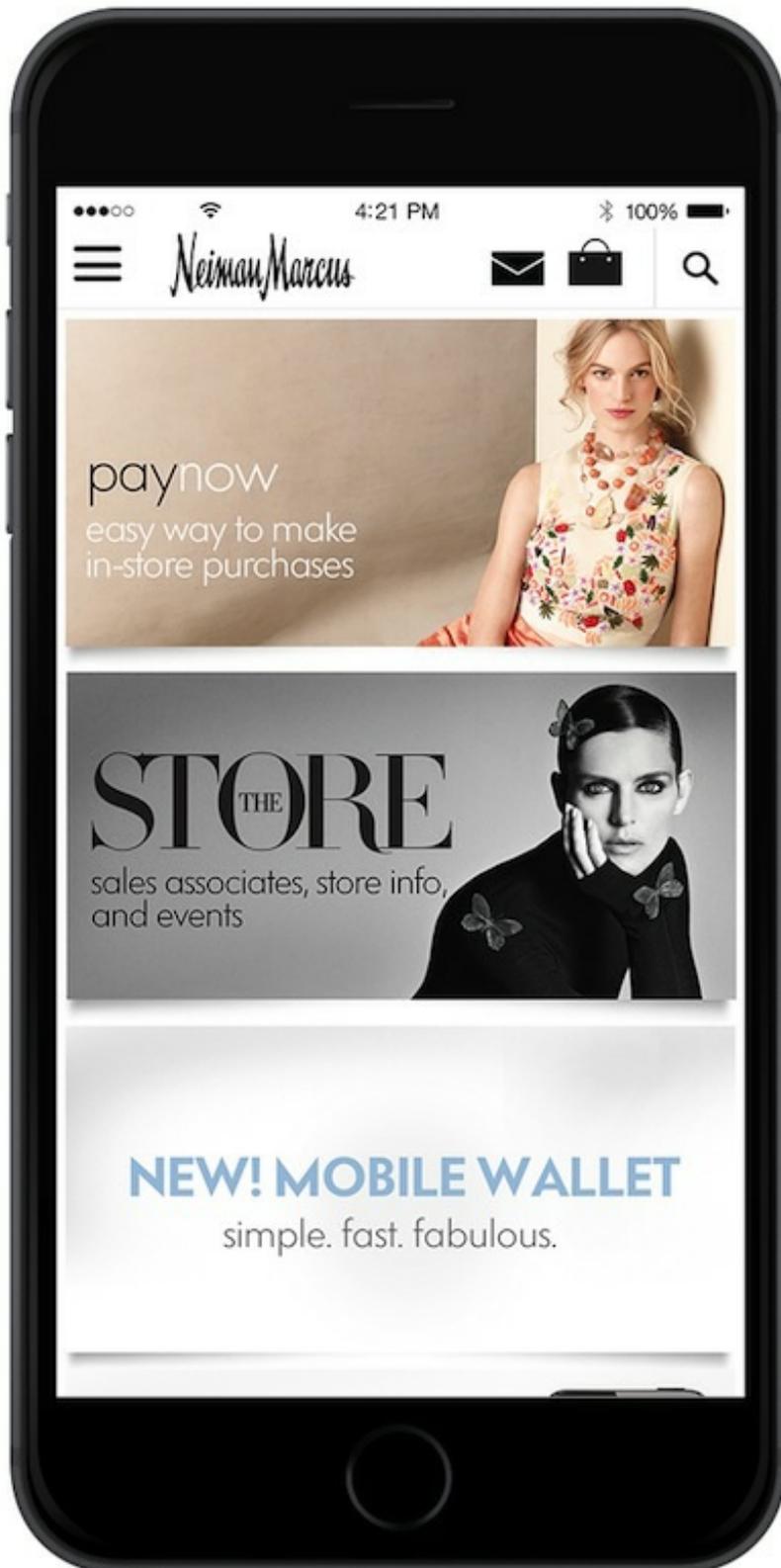
Phone as payment

The NM Mobile Wallet is designed to house credit card information for both Neiman Marcus and Bergdorf Goodman accounts, as well as general purpose cards.

When consumers wish to use their mobile wallet to make a purchase, they open the

Neiman Marcus app on their phone and click a button to create a QR code. This code can then be scanned at the register and used as a form of payment.

All of the group's stores, including its outlet Last Call and interior store Horchow, will be equipped with technology to enable consumers to use the mobile wallet when making in-store purchases.



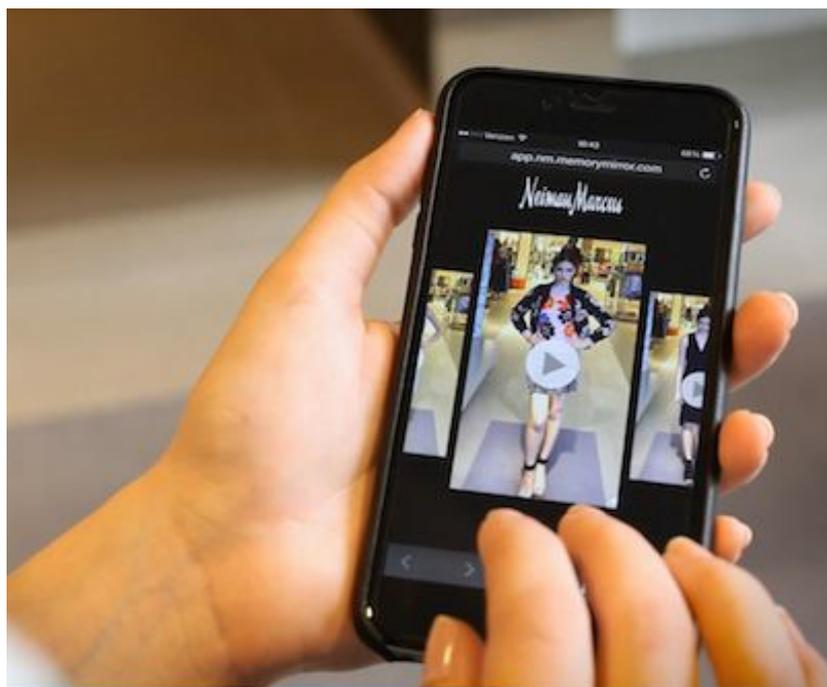
Neiman Marcus app

On Neiman Marcus' app, the retailer is promoting the mobile wallet on the homepage for the launch, telling consumers it is "Simple. Fast. Fabulous." When consumers click on it,

they are asked to sign into their account.

To opt into mobile wallet, consumers are asked to provide a four-digit pin. Consumers can then add a card to their digital wallet by entering the card number, expiration date and security code as well as billing address and name associated with the account.

This technology may raise the likelihood that a consumer will choose to use her Neiman Marcus brand credit card, rather than a more general form of payment, since consumers do not have to have their physical card on them. For an impromptu shopping trip, this makes shoppers more prepared going into the store, because unlike a specific credit card, consumers always have their cellphones on them.



Neiman Marcus Memory Mirror email

In a brand statement, Karen Katz, president and CEO, Neiman Marcus Group, said, "With the mobile wallet technology and our partnership with Capital One, we will continue to provide an industry-leading digital shopping experience that furthers our mission to provide a seamless, memorable experience in whichever channel the customer decides to shop."

Digital additions

Previously, Neiman Marcus updated its mobile app to provide a quick and easy shopping option for consumers through a new "Snap. Find. Shop." feature.

Neiman Marcus has paired with mobile visual search firm Slyce to create a shopping feature that allows consumers to snap a photo of an item they like and have the app find a similar item sold by the retailer. Snap. Find. Shop. will likely appeal to the younger, more tech-savvy consumer who is interested in finding the latest trends and styles ([see story](#)).

Recently, Neiman Marcus has digitized the in-store experience with new interactive touchpoints.

The Memory Mirror takes a 360-degree video of a client modeling a particular outfit,

allowing them to see clothing on themselves from all angles as well as save and share the visual. This interactive digital touchpoint will alter the in-store experience for Neiman Marcus' consumers and further empower sales associates to provide customer service ([see story](#)).

New interactive retail tables allow consumers to browse inventory using touchscreen technology in three select stores.

The tables, currently active in the retailer's Austin, TX, Chicago, and Topanga, CA locations within the shoe salons, assist consumers in browsing inventory that may not be available in-store but can be accessed online or at other Neiman Marcus locations ([see story](#)).

These digitizations reflect what consumers are looking for within an omnichannel shopping experience.

"More and more of our customers were asking for a mobile payment solution," Ms. Reeder said. "Anything that adds to the ease of our customers shopping experience, aids the omnichannel experience."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: https://www.youtube.com/embed/HpYncx_-WCs

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