

MOBILE

Nordstrom simplifies mobile commerce with text message buying

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Promotional image for Nordstrom's Instalog

By SARAH JONES

Department store chain Nordstrom is expanding its mobile commerce capabilities with a new feature that enables shopping via text message.

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Luxury Daily

The retailer claims its TextStyle is the first of its kind for a department store in the United States, allowing for a secure, one-to-one buying experience between a consumer and a sales associate. Consumers are constantly connected to their phones, so this enables Nordstrom to serve them in a personal way no matter where they are.

"We developed and launched Next as nearly a third of our customers told us they prefer to be contacted via text," said Dan Evans, Jr., spokesperson for **Nordstrom**, Seattle. "They value the convenience, simplicity of using text messages to share ideas with their salesperson."

"We felt enabling a text to buy option was the next step forward that lets customers shop how they want."

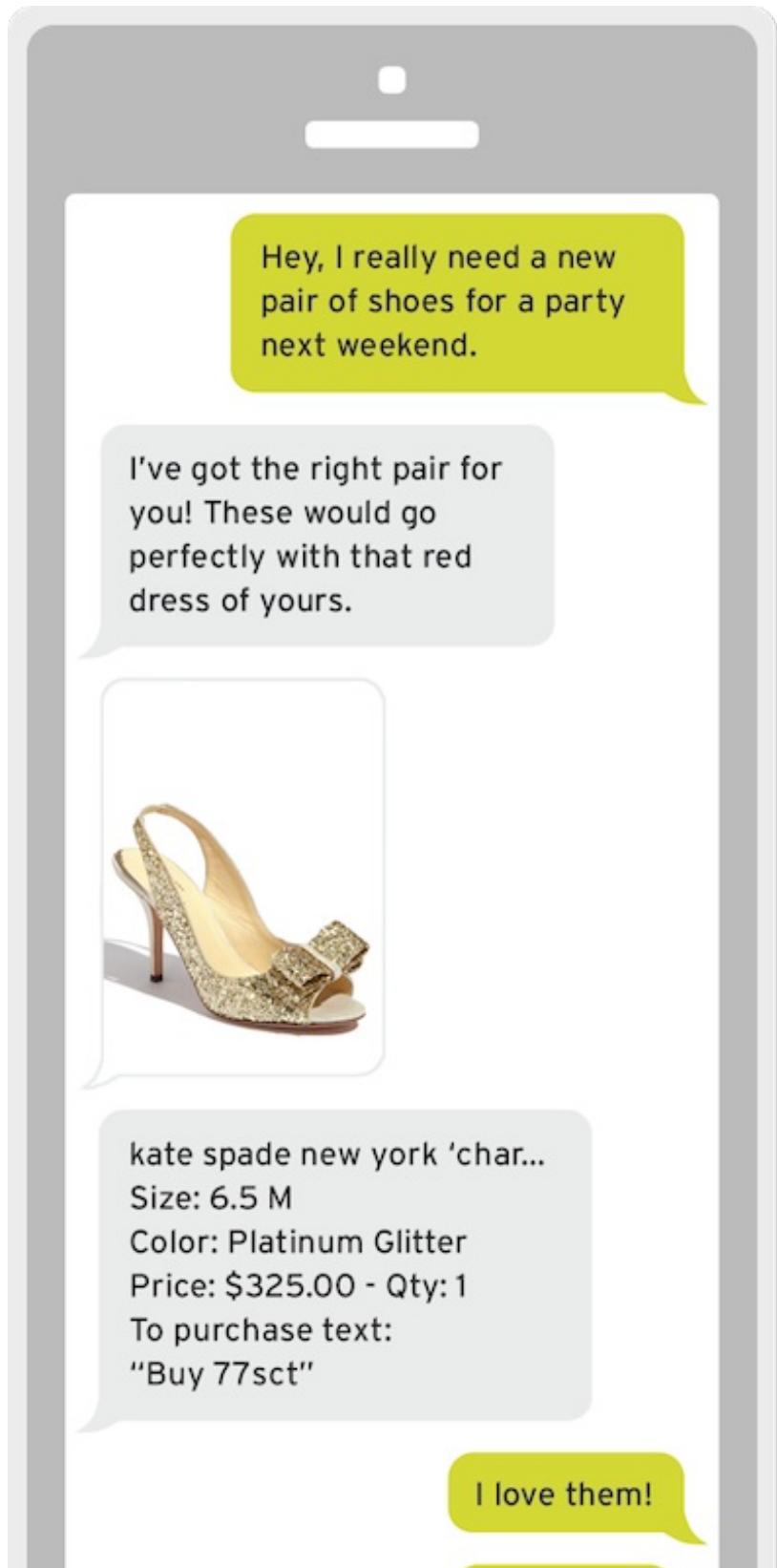
Commerce in conversation

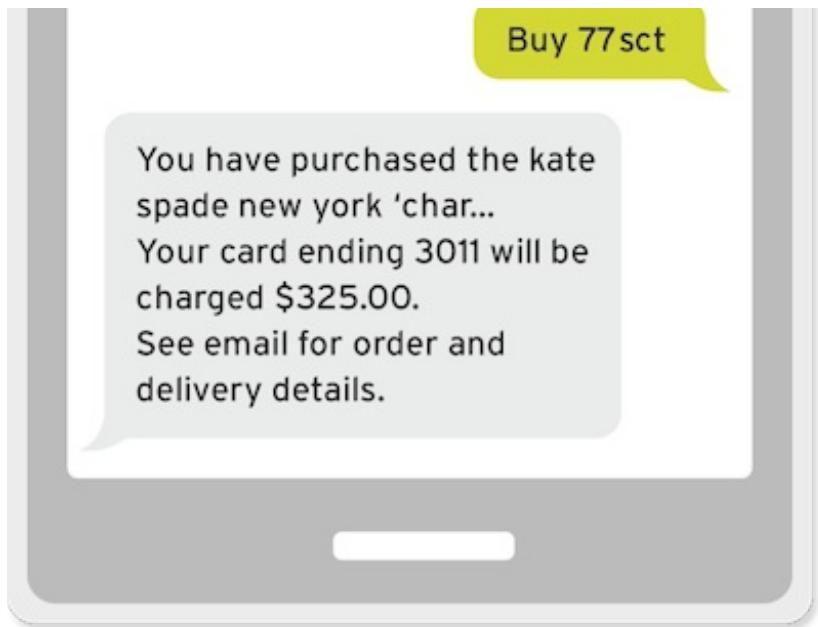
In 2014, Nordstrom developed Next, a service in which consumers could opt-in to

communicate with their sales associate via text messages. TextStyle builds on the previous effort, allowing those who are already part of Next to opt-in to allow commerce.

With TextStyle, consumers will receive personalized, private messages from a salesperson, containing product information and a photo of merchandise. If a consumer is pleased with the item and wants to make a purchase, they only need to reply with the word "buy," along with their unique 10-digit code.

Nordstrom then fulfills the order using the client's Nordstrom.com account details, and the merchandise is shipped using standard free delivery.





Mockup from Nordstrom of what a TextStyle conversation might look like

TextStyle was developed with Twilio to be secure, with each 10-digit code unique.

Over the past few years, Nordstrom has developed its mobile strategy, enabling consumers to engage with the brand.

A 2013 update to the retailer's app opened up product sharing via SMS and user reviews ([see story](#)).

New Message

Cancel

To: |



Check out my latest find from
Nordstrom:
[http://shop.nordstrom.com/S/
3453967](http://shop.nordstrom.com/S/3453967)

Chloé 'Vanessa - Medium'
Crossbody Bag

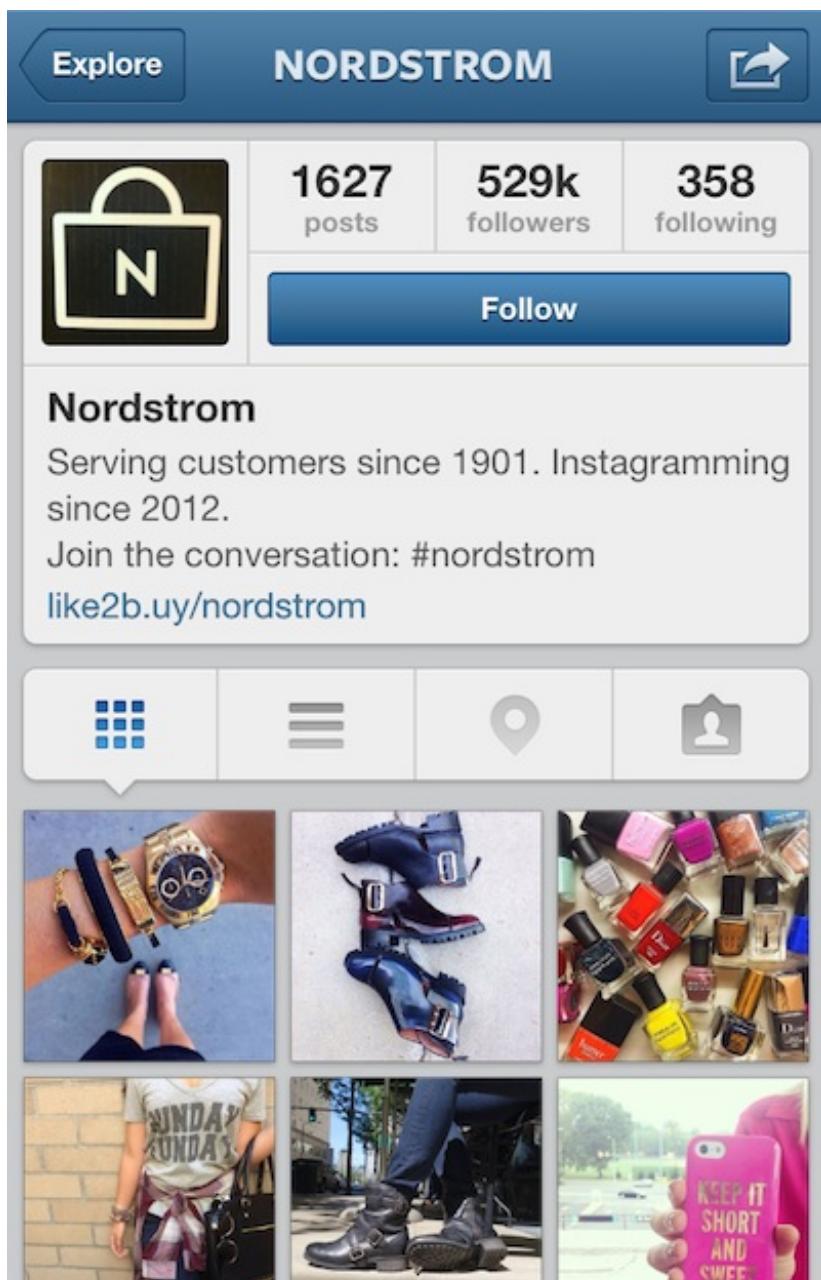
Send



Example of Nordstrom SMS sharing

Earlier this year, the department store began 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](#)).



Nordstrom Instagram account with Like2Buy

Nordstrom also worked with social media agency Curalate to be the first to use its Like2Buy platform, which houses Instagram photos that link directly to a brand's existing ecommerce site. This enables shoppers to buy something right when they see it ([see story](#)).

Similarly, TextStyle will provide instant access to products. Instead of seeing a product via text and then having to remember it or search for it on Nordstrom's mobile app or ecommerce site, consumers can buy through a simpler purchase path.

Customer care

A 2014 report from The Luxury Institute found 20 percent of affluent consumers are comfortable with having product suggestions texted to them.

Affluent consumers hold mixed opinions about the extent to which brands should leverage Big Data to tailor specific messages, according to a report by The Luxury Institute.

Seventy-one percent of consumers appreciate receiving notifications when an item that they had wanted comes back in stock, while around half enjoy receiving notifications when an item related to a past purchase goes on sale. The quarterly wealth report argues that as long as a customer-centric atmosphere is maintained across channels, new technologies can be implemented seamlessly ([see story](#)).

Brands should expand their mobile strategy to ensure that customers feel cared for amid a blurring of the lines between customer service, information technology and marketing to avoid damage to bottom lines, according to a study by Millward Brown.

The study, produced for Mblox, found that a 20 percentage point gap exists between how businesses and consumers rate customer care. The findings point to the need for marketers to adopt a multi-channel approach to customer care with mobile at the center ([see story](#)).

For Nordstrom, this provides an additional touchpoint for associates to interact and build relationships with consumers.

"There's no single way to provide great service and our salespeople are empowered to take care of their customers," Mr. Evans said. "We hope that for the customers who prefer texting, this offers a way for them to connect with their salesperson in the way they choose."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: https://www.youtube.com/embed/_RQ7embg_GQ

1 thought on “Nordstrom simplifies mobile commerce with text message buying”

1. [Kim Hopkins](#) says:

[May 27, 2015 at 12:07 am](#)

Love this. Everything old is new again!

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