

COMMERCE

Nordstrom's success linked to ability to monitor real-time Web interactions

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Exterior of Nordstrom Puerto Rico store

By STAFF REPORTS

As digital purchases increase, brands must strive to streamline consumer data appropriately to offer the best service possible.

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Department store chain Nordstrom, along with Nike, Best Buy, Target and Ticketmaster, among others, are among the Top 100 Internet Retailers due to the ways in which these brands aggregate their consumer interactions for success. The common thread between these brands is Soasta, a performance analytics platform in the retail space.

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During eTail East, Boston Aug. 10, Soasta announced that 39 of the Top 100 Internet Retailers sun their Web-based customer interactions on its platform.

Soasta monitors, measures, tests and optimizes more than 3 billion user experiences for its clients through tools such as the Real User Monitoring (RUM), CloudTest and TouchTest to help digital businesses understand their consumers and the overall experience with that brand. Also, Soasta tops more than 3 billion “beacons” weekly, meaning that it manages more than 3 billion customer interactions per week.

In a statement, Tom Lounibos, Soasta's CEO, said, "The achievement of these significant milestones in the retail space reflects our deep commitment to the reliable performance of our customers' online businesses. Successfully meeting the needs of our customer is what motivates Soasta to build world-class performance solutions and the primary reason for our growing leadership in digital performance management in the retail market. With our performance analytics, Soasta is ensuring its retailers will be ready to maximize sales in the critical back to school and holiday shopping seasons."

In a Soasta [video case study](#), Khyati Vyas, senior technical product manager at Nordstrom, said, "Customer service in the online space is just as important to Nordstrom as the customer experience in the full line store. Through our research we actually found that Soasta mPulse by far provided us with hindsight data in a visual manner but also down to the details that we needed. Using Soasta mPulse has been critical for [us] to monitor real-time performance on the site."

Nordstrom is revolutionary in its leveraging of purchasing and mobile commerce.

For example, Nordstrom expanded its mobile commerce capabilities with a new feature that enables shopping via text message.

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 ([see story](#)).

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