

RETAIL

Neiman Marcus installs charging stations across store network

May 23, 2016



Leading retailers are ahead in mobile; image courtesy of Neiman Marcus

By STAFF REPORTS

Department store chain Neiman Marcus is enhancing the in-store experience with a nationwide rollout of mobile phone charging stations.

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Neiman Marcus Group has expanded its partnership with ChargeItSpot to install 37 charging stations across 30 of its department store locations. The retailer first worked with ChargeItSpot in 2014, when charging stations were tested at New York's Bergdorf Goodman, before placing them in additional Neiman Marcus locations ([see story](#)).

Charge while you shop

Neiman Marcus is committed to catering to the needs of its consumers while they shop in-stores. This includes ensuring that consumers can interact with its innovative retail technologies to enhance the overall in-store experience.

The introduction of ChargeItSpot charging stations has allowed Neiman Marcus consumers to visit stores for longer periods of time to get the most out of the experience.

ChargeItSpot holds a number of lockers that hold on to the customer's phone as they are charging. The consumer enters their mobile number and selects a security image, and the door opens, allowing them to plug into cords for Apple, Windows or Android devices.



Neiman Marcus' ChargeItSpot, photo courtesy of ChargeItSpot

Neiman Marcus' second wave of ChargeItSpot kiosks were installed last week at its stores in Washington and Tysons Corners, VA. The rollout will continue through September.

For the partnership, ChargeItSpot has custom designed units to reflect Neiman Marcus' aesthetic such as the exterior, digital screen, lights within the eight secure lockers and personalization SMS that consumers receive when picking up their device.

"At Neiman Marcus, superior customer service starts with a great overall experience in the store," said Wanda Gierhart, CMO of Neiman Marcus Group in a statement. "The ChargeItSpot kiosks allow our customers to charge their phones securely while they shop.

"It is very important to us that we work with technology to continue to improve our customers' experience." she said.

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