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Nordstrom taps mobile to bring personalization into stores

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Rendering of Nordstrom's CF Eaton Centre store

By BRIELLE JAEKEL

PALM SPRNGS, CA A Nordstrom executive at the Mobile Shopping Summit 2016 detailed how the department store chain leverages mobile to personalize the in-store shopping experience.

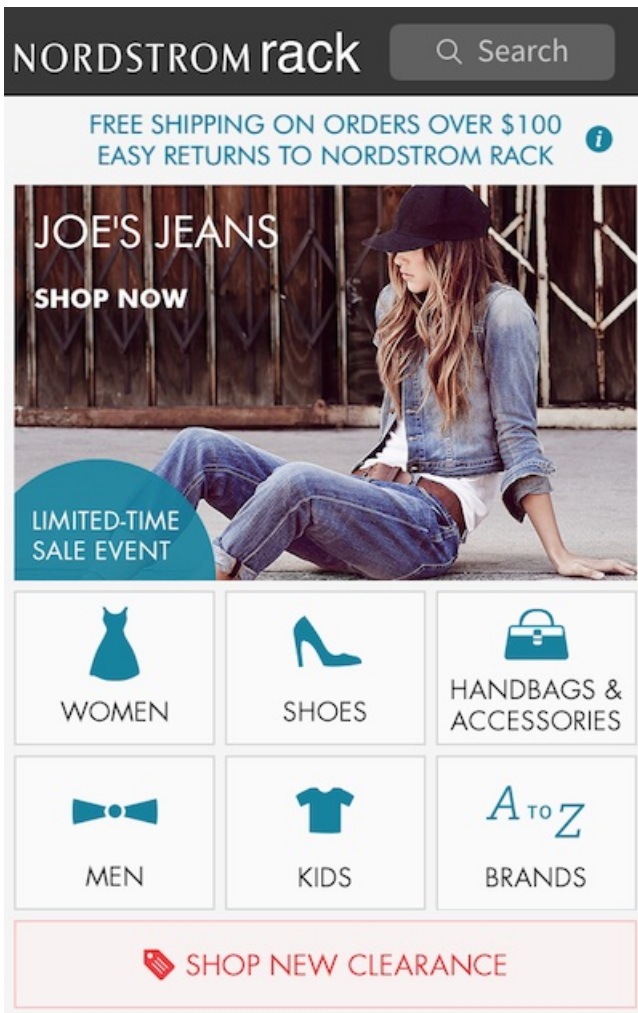
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During the "In-store Panel: Bricks + Clicks: How To Bring In-store & Mobile Together Holistically" panel, the executive explained that Nordstrom is testing out various personalization efforts through digital such as a solution that will notify store associates that a mobile application user has crossed the geofence into the store so they can ready a dressing room. The department store has seen positive adoption with its innovative technology and convenient programs such as curbside pickup.

Nordstrom innovations

While digital and bricks-and-mortar were completely separate entities in the past, mobile has bridged the gap. The untethered device acts almost as a remote control for life, and for brands is the key to open the door to consumers.

There is a significant amount of data that can be had from mobile that gives brands and retailers insight into who their customer is. The personalization capabilities have the ability to transform the shopping experience into something truly fine-tuned and completely tailored to the consumer's tastes.



Nordstrom's discount retail app

Nordstrom is one of the leaders in personalization innovation through mobile, and is leveraging it to drive sales. The department store is experimenting with a program that will allow store employees to know when a customer who has reserved an item through the app arrives in store.

Once the store employee has been notified, she can start preparing for the customer by arranging a dressing room with the items and the customer's name on the door.



Nordstrom iPad app's dressing Room

The executive also talked about how one of Nordstrom's goals is to decrease the number of returns, and with digital that can be difficult. Experimenting with capabilities that allow users to virtually try on clothing through augmented reality can really help solve those pain points.

New hires and investments

Nordstrom also extended its relationship with integration platform Dsco, moving from being a client to an investor.

The department store used Dsco to manage its inventory, shipping and fulfillment, leveraging the platform's ability to ease data exchange between suppliers and retailers. Now, the retailer has made an investment in the three-year-old company to help foster its growth ([see more](#)).

Back in March, Nordstrom hired Kumar Srinivasan to join the retailer as chief technology officer to further its innovations in customer service.

Mr. Srinivasan was recruited by Nordstrom for his development practices, cloud expertise and experience in curating innovative customer-facing initiatives through the use of technology. Omnichannel retailing is all the more important to today's consumer, and hiring to fulfill that interest will keep department stores competitive and modern ([see more](#)).