

RETAIL

Nordstrom erases uncertainty with e-gifting service

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Image courtesy of Nordstrom

By STAFF REPORTS

Department store chain Nordstrom is rolling out a digital gifting solution to ensure that recipients get what they want.

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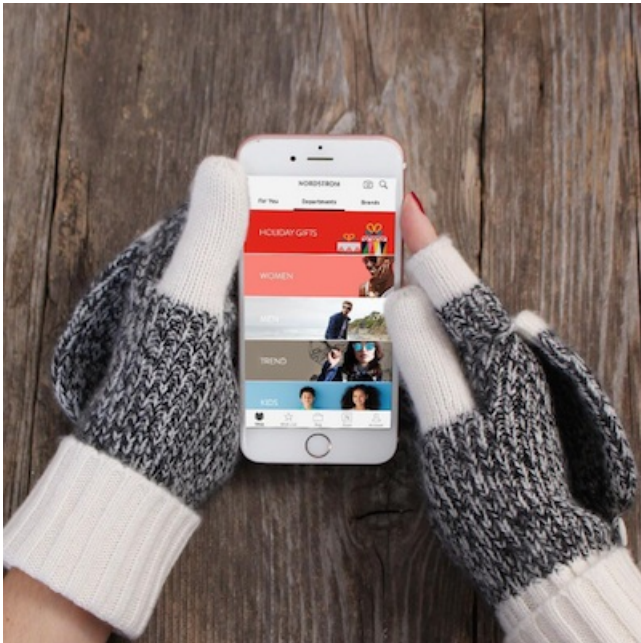
The retailer is leveraging CashStar's product e-gifting solution, which lets shoppers select items, check out and then send them via email to their friend or loved one, allowing the giftee to fill in the final details such as size or color themselves. While more personal than a gift card, e-gifting enables gifters to feel more confident shopping for others, particularly in categories such as clothing and beauty.

Gifting without guessing

With e-gifting, the gift giver picks out the item and pays for it, with the option to also cover tax. Rather than needing to know the recipient's shipping address, the giver types in the addressee's email and the virtual gift is then sent to them electronically.

From the email, the recipient then has the chance to edit options such as size or swap out the item for a completely new gift by requesting a digital gift card. The sender is not notified if their gift is exchanged, allowing both parties to be happy without stress.

If sticking with their original item, the recipient will be asked to fill in their shipping address to have their gift mailed to them.



Nordstrom's app

Nordstrom is the first retailer to use CashStar's new product.

"Starting with the holiday season, Nordstrom is excited to offer customers e-gifting as another easy way to pick a thoughtful gift for anyone on their list on short notice," said Sean Burrow, director, gift card at Nordstrom. "Once the recipient receives it, they can personalize the gift to tailor to their needs or if they prefer, select another gift or opt to receive the value as a gift card."

Since gifters do not need to know a specific size or address at the time of purchase, this type of service reduces cart abandonment. Another benefit is a lower rate of returns, since retailers are originally shipping what the recipient asks for.

This holiday season, Nordstrom has been looking to technology to make gifting easier. The retailer enlisted a conversational agent to help consumers pinpoint the perfect present for everyone on their list.

Nordstrom timed the release of its first chatbot for the holiday shopping season, programming a series of questions designed to build a profile of the recipient and relevant product recommendations for the gifter. With the pressure of shopping for others, which can lead some to draw a blank on what to get, this bot offers a natural path toward purchase ([see story](#)).

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