

RETAIL

The RealReal's technology-first strategy produces holistic customer views

January 9, 2018



The RealReal is leaning into bricks-and-mortar retail. Image credit: The RealReal

By BRIELLE JAEKEL

Luxury consignment retailer The RealReal is transforming its commerce platform for a more comprehensible view of its audience.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Data is so abundant in today's business that many retailers have trouble wading through it all to get an accurate view of their customers, but a new platform will allow The RealReal to harness insights more effectively. Already a pioneer in anticipating the needs of the modern customer, The RealReal is launching a new solution that will not only give a 360-view of each individual customer, but also allow for seamless inventory management more fitting for today's retail environment.

"The modern customer wants a seamless experience across every touchpoint, which is what this solution solves for," said Natalie Seufferlein, senior manager of corporate communications at [The RealReal](#), San Francisco.

"It ensures a cohesive customer experience by giving them a holistic view of product inventory across all channels, helping them quickly discover an item," she said.

Technological growth

The RealReal recently received \$50 million in funding from Great Hill Partners.

On June 6, the San Francisco-based company announced it had closed a growth equity financing from the private equity firm. With its additional investment, The RealReal is looking to grow its bricks-and-mortar retail concepts ([see more](#)).



The RealReal bricks-and-mortar shop in SoHo. Image credit: The RealReal

The online consignment shop is planning to open three to four pop-up shops this upcoming year.

In light of all this growth, the company is releasing a new commerce solution, RealReal 360, to better manage its retail practices. The RealReal 360 solution is built in-house based on The RealReal's current retail solutions.

RealReal 360 will provide the retailer with a complete look at each individual throughout all platforms as well as all moments on their customer journey. For instance, The RealReal will be able to see every way a customer has interacted with it throughout mobile, desktop and various operating systems as well as bricks-and-mortar.

The solution will be used so these individuals will also get a holistic view of The RealReal on all platforms and in-store. Shoppers in stores and future pop-ups will be able to have access to the consignment shop's entire inventory thanks to iPads.



The RealReal's pop-up shop in San Francisco. Image credit: The RealReal

These tablets will allow a look into all available merchandise across all pop-ups, its New York flagship and two warehouses. The inventory management solution will update in real time and use RFID technology so that shoppers will have a completely accurate look at what is available in the moment.

The RealReal 360's accurate view of its inventory will extend to all digital properties as well.

RealReal news

News of The RealReal's solution comes after a recent scandal in which it has been accused of falsely listing a

diamond as containing 2.10 carats when an expert deemed it had only 1.2 carats.

The customer who bought the ring for \$986.62 filed a lawsuit against The RealReal after she brought it to a gemologist and discovered the difference.

"The lawsuit is without merit and The RealReal will aggressively defend itself against these baseless claims," a representative from The RealReal said in a statement. "We have no further comment on the lawsuit and we look forward to prevailing in court."

While the lawsuit seeks to become a class action, little to no other complaints such as this have come to light.

Despite the lawsuit, there is little debate that The RealReal will continue to pioneer in the consignment sector while also revolutionizing retail as a whole and the idea of a consignment shop all together.

The marketplace first brought its secondhand luxury shopping experience offline with the opening of its first permanent bricks-and-mortar storefront in November and will continue to expand in this area.

Located on Wooster Street in New York's SoHo neighborhood, the 6,000-square-foot boutique features a selection of merchandise that is updated daily, translating the evolving ecommerce browsing experience to the physical space. In addition to serving as a showcase of its goods, The RealReal's first in-store venture offers services for both shoppers and sellers ([see more](#)).

Advancements in-store and out will be supported by the new RealReal 360 solution.

"As an innovative technology company, this platform allows us to quickly address customers' needs to make sure we are delivering the best possible experience," The RealReal's Ms. Seufferlein said. "It allows us to efficiently scale as we continue to grow and expand to more brick-and-mortar locations this year and beyond."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.