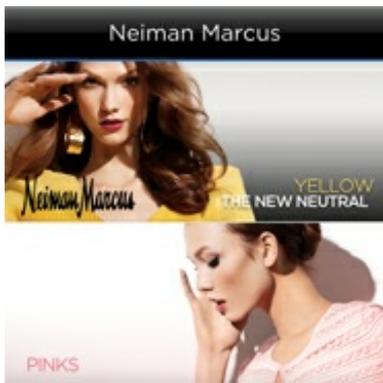


MOBILE

## Neiman Marcus aims for ultimate in-store experience through mobile

March 2, 2012



By RACHEL LAMB

Department store chain Neiman Marcus is launching a new experience in four of its U.S. locations that serves to heighten customer service and the in-store atmosphere with a personal shopping mobile application.

[Sign up now](#)

[Luxury Daily](#)

Designed for the iPhone, NM Service uses push notifications, location-based technology and QR code scanning. The purpose of the application is to create and retain relationships with Neiman Marcus sales associates.

“For Neiman Marcus, the entire point is having a great relationship with the sales associates so that it is easier to treat every customer like the best customer,” said David Hegarty, founder/CEO of Signature, San Francisco.

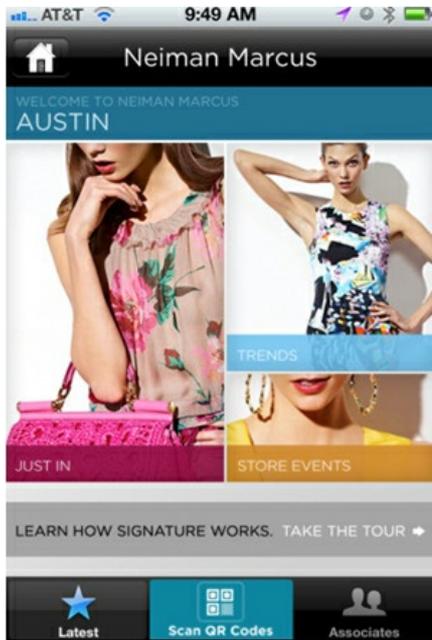
“We work with both the salespeople and customer so that shoppers can have the best fun and successful shopping experience, and the sales associate can help that shopper to have the best experience possible,” he said.

Signature developed the Neiman Marcus app.

Check, please

The NM Service app will be live this spring in Dallas, TX; Austin, TX; San Francisco; and

Palo Alto, CA.

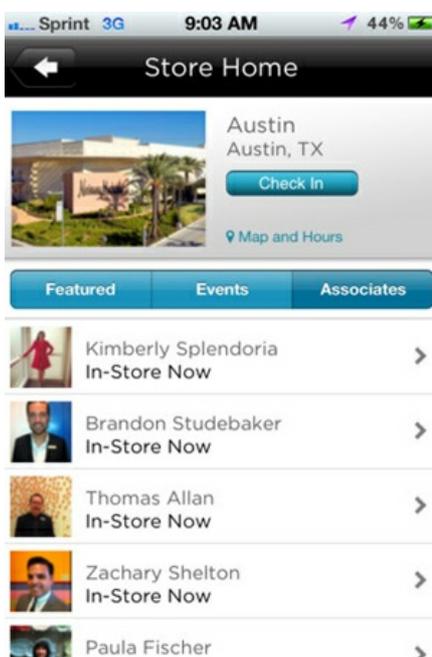


### *Neiman Marcus in Austin*

The app works on a few different levels. When consumers download the app, they can browse through the app to find products and to find a store locator.

To help entice consumers in-store, the app will send users information about new arrivals and store events.

There will be targets set up around store entrances that will make the app live. When this happens, consumers will get notifications for new arrivals, store events and the salespeople working that day.



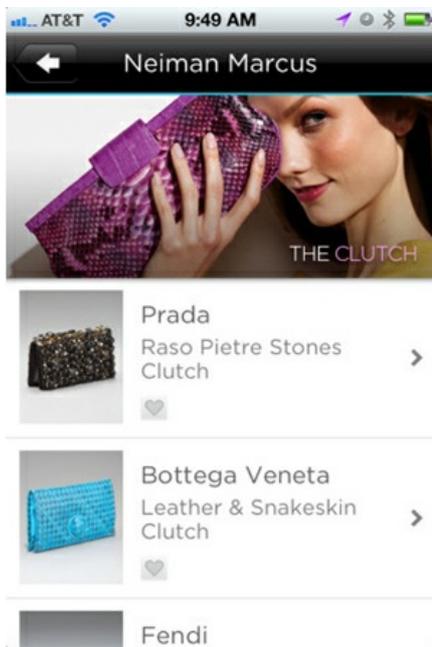
### *Current salespeople*

Consumers can choose to link with sales associates, who will know if they want to try on certain items in the dressing room or need any additional help.

Furthermore, before consumers come in, they can get in touch with a sales associate and ask him to hold products or make a personal shopping appointment.

The Neiman Marcus app increases its usefulness by acting as a QR code reader.

Neiman Marcus intends to place signs and stands around the store that indicate the season's new trends.



### *Neiman Marcus trends in-store*

If users scan the code, they are able to see all of the items in the Neiman Marcus location that pertain to that particular trend, according to Mr. Hegarty.

### Customer service-call

NM Service will also work from a salesperson's point of view.

Neiman Marcus sales associates will be able to gather more inventory on customers and store them in their iPhones for easy access.

This will allow salespeople to more accurately help consumers piece together outfits or recommend products based on how well they know the shopper.

Customer service is very important to luxury retailers such as Neiman Marcus, since luxury consumers do not care about the price but rather the special experience in-store, per Mr. Hegarty.

Other retailers are using mobile devices in-store.

For example, New York-based retailer Barneys New York is shifting its in-store strategy by using mobile devices to find inventory, ring up purchases and store customer information ([see story](#)).

Additionally, department store chain Nordstrom started using Apple devices in May to check-out consumers on the floor and look up past purchases ([see story](#)).

Increased time with a customer may also bump up a retailer's customer service

reputation.

In fact, some experts believe that luxury brands can increase CRM and further engage with their customers by creating a mobile experience for both sales associates and customers ([see story](#)).

“What Neiman is trying to do is make it a better experience for the customer,” Mr. Hegarty said. “When a sales associate has more information about the customer, that’s when they become more effective.

“Neiman is trying to make the experience as perfect as possible because that’s when the customer wants to come back again and again,” he said.

Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*

---

© Napean LLC. All rights reserved.

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