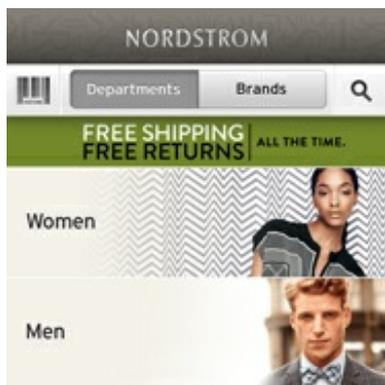


MOBILE

## Nordstrom enhances mobile app strategy with added engagement

April 11, 2013



By TRICIA CARR

Department store chain Nordstrom is enhancing the consumer experience on its iPhone application with updates that include product sharing via SMS and user reviews.



The new functions of the app will help consumers share their opinions on Nordstrom's products with their friends and fellow shoppers. Luxury marketers with mobile apps should continue to update them with new functions to keep the experience relevant to savvy customers.

“We launched our smartphone shopping apps back in November of 2011, and since then have been doing a lot of listening and learning from our customers to make this a better shopping tool,” said Colin Johnson, spokesman at [Nordstrom](#), Seattle.

Trying something new

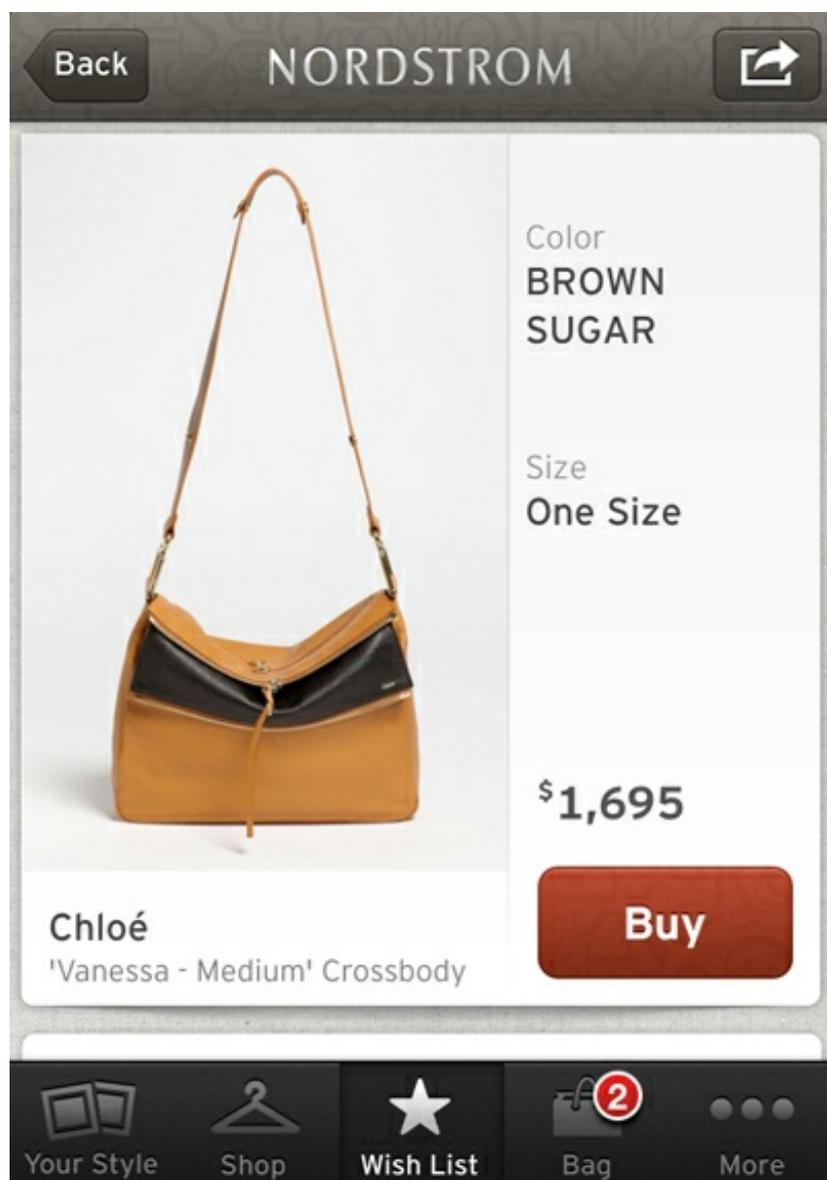
Nordstrom chose to tweak the shopping experience on its commerce-enabled iPhone app to encourage consumers to share their opinion on products.

Before the update, consumers could share their favorite items with their friends via Facebook, Twitter and email.

Now, consumers can send an auto-generated text message to anyone in their contact list about a particular product.

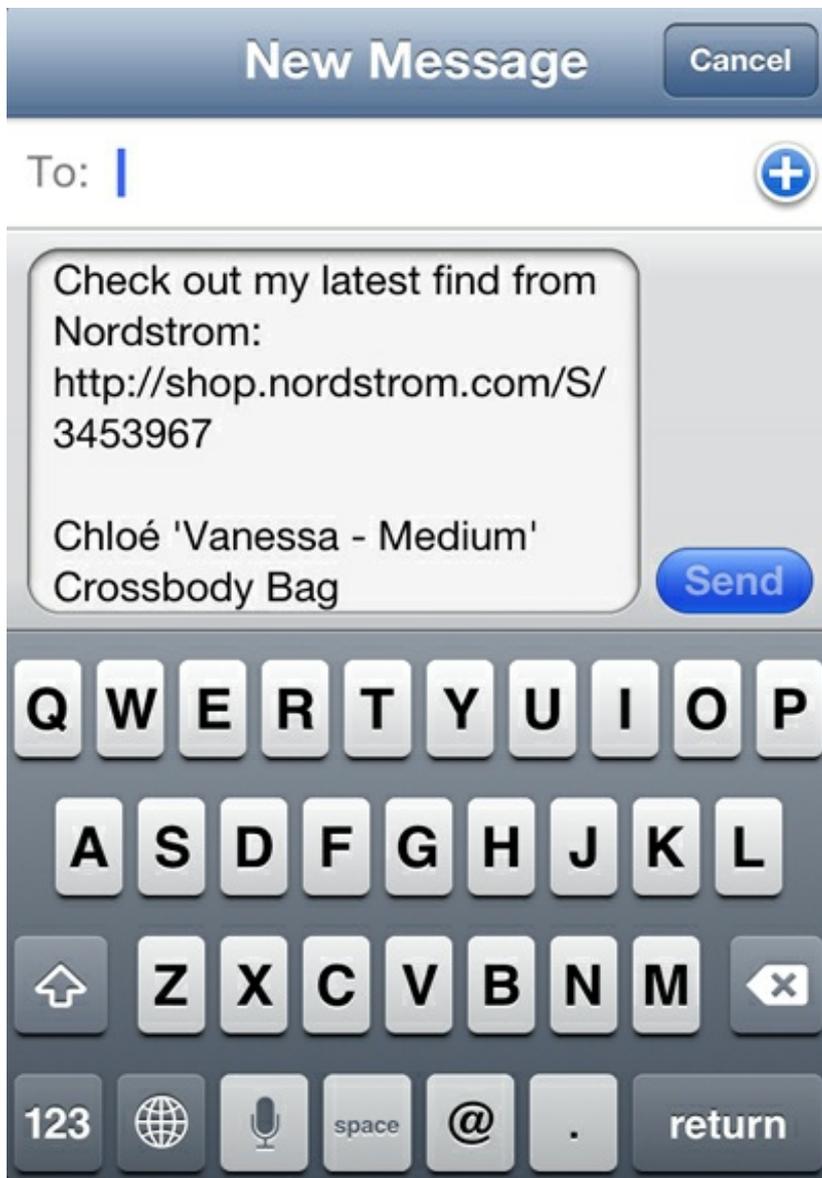
For example, if an app user wanted to share the Chloé Vanessa bag with a friend, the text message draft would say, “Check out my latest find from Nordstrom:

<http://shop.nordstrom.com/S/3453967> Chloé ‘Vanessa - Medium’ Crossbody Bag.”



### *Chloé product page*

The link in the message would take the recipient to the product page on Nordstrom's mobile-optimized site where consumers can view images and a description and purchase the bag.



*Chloé product text message*

In addition, consumers could always access customer product reviews on the iPhone app.

But with the update, they can now access a review-writing tool that allows them to give a rating of 1-5 stars and share their thoughts on the item.

Back Write A Review Preview

Your nickname will be associated with your account and cannot be changed.

Your Nickname	4-25 Characters
Email	Required
Star Rating	★ ★ ★ ★ ★
Would you recommend this?	<input checked="" type="checkbox"/> YES
Review Title	Required
Review	50 character minimum

### *Review tool*

Nordstrom looked to make it easier for consumers to browse and make purchases on the app with a few other subtle updates, per Mr. Johnson.

The retailer improved the sign-in process and enhanced the performance of the app.

Consumers can also shop complete looks while browsing the sections of the app such as women, men, juniors and kids.

### Text-obsessed

Nordstrom launched its iPhone app in 2011 to combine commerce, customer service and cross-channel engagement.

The app lets consumers buy products, curate looks, create a wish list, venture in-store for events and call customer service.

Nordstrom's smartphone app went live for iPhone users first, but was soon introduced for Android devices ([see story](#)).

Since texting is important to Nordstrom's customers, it was the next natural step in enhancing the app, per the retailer.

"Shopping, mobile and social are as aligned as the designer purse and shoes to go with the high-end dress – at least that is what my wife tells me," said Jeff Hasen, Seattle-based mobile marketing consultant.

"The shopping experience has been social for a long time," he said. "Consumers call or

text their friends for opinions, to show something off or to get those in the social network in on the sale."

In particular, the addition of sharing products via SMS will help Nordstrom reach out to potential customers who do not use Internet-enabled phones but have access to text messaging.

"While we might believe that all Nordstrom shoppers carry smartphones, that certainly isn't the case," Mr. Hasen said. "Texting programs are inclusive, ensuring that all who want to participate can."

Final Take

*Tricia Carr, associate reporter on Luxury Daily, New York*

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