



ISA Fashion Boutique Enhances Competitiveness with Infinitem™ Retail Solutions

ISA

COMPANY PROFILE

ISA Fashion Boutique International Ltd. (ISA) is a reseller of international luxury brands in Hong Kong, China and Macau. With more than 40 years of industry experience in Hong Kong, ISA Boutique has a complete assembly of the world's renowned international fashion brands to meet the needs of their fashion forward customers.

Multiple Customer And Inventory Data Sources

To meet the higher expectation from customers, enhancing their satisfaction becomes a prominent issue. Product availability helps ensure happy customers, hence effective inventory management plays a vital role.

ISA first installed an Radio Frequency Identification (RFID) system for counting inventory and tracking product locations at one of its stores in 2012. The system, which is still in use, employs tiny RFID labels attached to jewelry, as well as readers installed in display cabinets for tracking goods. This RFID system enables the staff to track the inventory and sales record of a tagged product. While with limitation to link the product information with customers' buying records or profile, ISA was difficult to do upselling or cross-selling promotions by fully utilizing the information on hand.

Challenges

- Unable to link product and customer information for further analysis
- Lack of holistic view of data from different sources
- Difficult to carry out upselling or cross-selling promotions

Solutions

- IoT EAS Gateway
- iR-Furniture (Intelligent Retail Furniture)
- Cloud POS (Point-of-Sales)
- Social WiFi and CRM
- eCommerce-as-a-service

Benefits

- Synchronize data from various sources
- Enhance operation efficiency
- Enhance customer satisfaction



Enhancing Customer Satisfaction through Analysis and Insights

Comprising wide-ranging digital solutions to cater retailers' operational needs, Infitum™ Retail by PCCW Solutions enables ISA to track products' location, understand customer preference and reduce human resources in inventory checking.

By adopting Infitum™ Retail, ISA can track all of its products such as clothing, leather goods, eyewear and watches at the shops and warehouse in Hong Kong and mainland China. The data related to customer and inventory from various systems can be synchronized in real time for further analysis and decision making.

Infitum™ Retail comprises a series of digital solutions with various features:

- **IoT EAS Gateway**
 - › Embedded with RFID panel and Electronic article surveillance (EAS) pedestal in a single device
 - › Loss prevention and inventory visibility at single point-of-exit
 - › Save human resources for stock-taking
 - › Identify incoming shoppers with RFID-enabled membership card
 - › Send member data to system. Push offers and coupons to individual's handset based on previous purchasing behavior
- **iR-Furniture (Intelligent Retail Furniture)**
 - › Track products availability in real time
 - › Generate alert if item not being returned to proper location
 - › Visualize frequency of product being picked up
 - › Provide information for data analytics. Facilitate promotional campaigns of particular items



iR-Furniture helps track product availability and pick-up frequency

- **Cloud POS (Point-of-Sales)**
 - › Consist of four modules — sales management, inventory management, loyalty program, report and analytics
 - › Integrate with warehouse management system (WMS) for front-end staff to have a clear view of inventory levels
 - **Social WiFi and CRM**
 - › Encourage customers to connect with retailers' social media platform
 - › Capture data of shoppers from social media platforms for analysis for sales and marketing strategy planning, e.g. comments on products between shoppers and their friends, time and frequency of visits, etc.
 - **eCommerce-as-a-service**
 - › Monthly subscription cloud based eCommerce platform
 - › Low up-front investment and total cost of ownership
 - › High flexibility and scalability. Shorten time to market lines.
- Reduce expenditure due to less workforce required
 - Enhance customer satisfaction
 - Bring higher number of the customers from online channel to offline shop
 - Improve inventory management
 - Synchronized data from POS, ERP and iR-Furniture provides holistic view of analytics
 - Enhance customer experience in the store

About PCCW Solutions

PCCW Solutions is a leading IT services company in Hong Kong and mainland China. We adopt the latest technology to help clients create business value and success in the ever-changing economic environment. We offer a wide range of services including digital solutions, IT and business process outsourcing, cloud computing, system development and solutions integration, data center hosting and managed services, e-commerce and IoT solutions. PCCW Solutions is committed to meeting customer needs to help them achieve business goals and transform digitally.

Benefits of Adopting Infitum™ Retail:

- Enhance operation efficiency
- Increase sales amount and volume