Italy’s OVS Reinvents Itself Around Omni-Channel Customers – Sees Huge Results

In 2013, Italy’s leading value fashion retailer OVS made a sweeping commitment to put its customers at the center of all its retail activities, both online and off. This evolution, which permeates every corner of the company, is now so ingrained in its culture that the company has coined its own phrase – the “omni-customer.”

The retailer’s goal was to leverage technology not only to reach and enable its customers wherever and whenever they shop, but also to thrill them with eye-popping in-store retail innovations. With the Demandware Commerce Cloud at the center of its omni-channel strategy, OVS has integrated online and offline channels, resulting in a multi-touch experience for customers.

“We want to make shopping easy, cutting edge and amazing,” says Monica Gagliardi, OVS eCommerce, CRM, Web and Digital Marketing Manager. “And that means creating an experience without boundaries.”

For its ecommerce site, the retailer has integrated shoppable and customized content, virtual store tours and virtual fitting capabilities. Its glossy mobile app lets shoppers scan barcodes to find items at various OVS locations and leverages beacon technology to send push notifications to shoppers on the go.

OVS’ in-store technology is equally cutting edge. Its flagship store in Milan has in-store kiosks with an interactive display, through which customers can scan products, make purchases, read reviews and more. Shoppers have browsed tens of thousands of product pages in the kiosks, spending an average of more than two minutes per session.

OVS & Demandware

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40% of customers who buy online and pick up in store make additional purchases when they arrive for pickup.

The store also is home to its “magic” fitting rooms, where customers use large touchscreen mirror/displays (and QR codes) to snap selfies of their outfit from different angles. Using barcode readers, shoppers can also send a message to a sales associate’s iPad, requesting a different size or color, without stepping out of the fitting room.

“These innovative digital shopping experiences allow us to improve and add value to our customer relationship,” says Gagliardi, underlining that OVS hopes to roll out the technology to more of its stores.

OVS has been on the Demandware Commerce Cloud since May 2013. The retailer implemented click-and-collect (to 500 locations) right out of the gate and, as a result, 40% of customers who buy online and pick up in store spend more when they arrive for pickup.

Other metrics: OVS has experienced an 81% increase in site traffic and a 44% uptick in conversion. Further, its mobile app has been downloaded more than 125,000 times.

“We decided to work with Demandware because it’s a flexible platform for ecommerce but also because we had common goals for omni-channel,” says Gagliardi.

With Demandware Commerce, OVS is able to manage inventory across channels, leveraging real-time data to ensure the most satisfactory experience.

Digital interfaces enable OVS sales associates to help shoppers view inventory beyond what’s in stock, delivering real value to customers and ultimately driving revenue across channels.

Its “omni-customer” focus is a top-down effort at the company, with cloud-based enterprise commerce technologies driving its renaissance as an omni-channel retail leader.