g Store
by GreyOrange

*Fashion Retailer
Elevates Customer Experience,*

Boosts Sales and Increases Inventory Accuracy to 98%

The Challenges:

Before deploying gStore, the retailer faced several challenges:

▶▶ **Lack of Inventory Visibility:** Inventory accuracy was limited to 80%, which constrained sales opportunities.

▶▶ **Manual Audits:** Quarterly audits were time-intensive and inefficient.

▶▶ **Frequent Stockouts:** Low back-to-front replenishment rates impacted product availability.

▶▶ **Analytics Gap:** Limited insights into product movement and sales trends restricted data-driven decision-making.

▶▶ **Sales Potential:** Stores missed opportunities to boost sales and conversion rates across various categories.

About the Customer

With over 300 stores across North America, this fashion retailer's brands deliver a seamless omnichannel shopping experience for style-conscious consumers.

Geography: North America

Fulfillment Specs:

▶▶ Live in 55 stores - the solution will be rolled out to 250 more in the near future

▶▶ Integrates with both overhead RFID readers and handheld scanners

▶▶ Seamlessly incorporates smart fitting rooms and Electronic Article Surveillance (EAS)

▶▶ Deployment Speed - 2 stores live per week

GreyOrange Projected Impact

▶▶ 98% inventory accuracy with location precision of 3-6 ft.

▶▶ Conversion rate improvement of >10%

▶▶ Productivity increase of >45%

The Solution:

The retailer deployed gStore, a retail SaaS platform that delivers real-time inventory management and actionable insights.

Key Functionality

▸ **Real-time inventory tracking -** Overhead RFID technology provides precise, up-to-the-minute inventory visibility across all store locations.

▸ **Efficient replenishment -** Real-time updates ensure the right products are always available on the sales floor.

▸ **Intelligent tasking -** Optimized workflows and auto-generated tasks streamline operations and empower store associates.

▸ **Enhanced conversion rates -** High-volume stores saw a 10% sales boost, while other locations experienced a 5% improvement, thanks to better inventory accuracy.

▸ **Simplified operations -** A unified platform reduced manual processes and enhanced efficiency.

▸ **Data-driven insights -** Advanced analytics enabled smarter decisions about inventory and sales strategies.

▸ **Improved visual merchandising -** Actionable insights allowed for better seasonal and promotional displays.

▸ **Omnichannel fulfillment -** gStore set the foundation for managing Buy Online, Pickup In-Store (BOPIS) and Ship From Store (SFS) orders seamlessly.

The Impact:

The gStore deployment has already yielded significant improvements:

▸ **Inventory Accuracy:** Increased to 98%, with precise location tracking within 3-6 feet, updated in real time

▸ **Sales Growth:** Expected overall increase of over 5%

▸ **Productivity Gains:** Over 45% improvement in operational efficiency

▸ **Enhanced Customer Experience:** Store associates are better equipped to assist customers and provide exceptional service

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