



Interactive In-store Displays

Bringing Sports Experts' omni-channel vision to life



Sports Experts is the largest sporting goods retailer in the province of Québec, providing a decidedly 'fashionable' edge to athletic outerwear, clothing and footwear. With over 70 stores and close to 50 years of experience, Sports Experts is not only a household name in Québec and throughout Canada but is also a cornerstone of FGL Sports' premiere sporting goods retail franchise program.

Sports Experts partnered with Orchestra to create RFID-enabled interactive product displays to offer both customers and in-store associates convenience and engaging digital experiences in-store. Having just completed an e-commerce launch built on Orchestra Commerce Cloud running on Microsoft Azure, they were able to leverage unified data to streamline product information simultaneously online and on these in-store displays. This type of seamless, connected omni-channel commerce would give them a real boost in a highly competitive market, especially vs. online players who cannot or do not leverage stores as experience centers.

ADAPT

Leverage ecommerce platform and build seamless in-store digital experiences for an omni-channel journey.

PERFORM

Instant visual product information and availability for customers and employees are boosting engagement and sales.

INNOVATE

Use interactive wall displays for contextual video promotions and product information on a store-by-store basis.

THE SITUATION

Sports Experts is among FGL Sports' retail franchise banners wanting to rapidly join the digital era by offering an omni-channel experience to their customers. With a focus on innovating the in-store experience, they asked all their partners, employees and franchisees to submit ideas of how to redesign their stores to offer best-in-class digital experiences. These ideas led to the birth of the interactive 'Shoe Wall' as the first initiative.

Sports Experts already had a partnership with Orchestra to deliver their e-commerce website so it was a natural fit to take advantage of the Orchestra Commerce Cloud platform and deliver a seamlessly connected interactive signage solution which would use the same content and processes as their online product catalog.

"Consumers just love the interactive walls. By placing the shoe on the RFID scanner, the customer automatically knows if their size is in stock. No need to wait for a clerk to check the back of the store."

Sébastien,
Sports Experts Carrefour Laval, Shoe Department Manager



THE SOLUTION

INSTANT INFORMATION FOR CUSTOMERS AND ASSOCIATES

Sports Experts' goal was to bring a digital flavor into their stores to enliven the customer experience and in-store engagement. By using RFID technology, the 'Shoe Wall' allows customers to not only explore the richness of a product, it also offers the autonomy of online shopping with instant access to information such as in-store availability, without waiting for an employee. In the same light, store associates now have instant visibility to stock and an excellent opportunity to interact and guide customers through their buying journey.

SAME SOURCE FOR ONLINE AND STORE PRODUCT INFORMATION

The solution uses Orckestra Commerce Cloud as the central point for rich product information, pricing and inventory. Leveraging RFID technology and a cloud-based commerce platform allows Sports Experts to deliver interactive signage displaying rich product information from a single product content source managed by their head office, delivered to individual franchise stores accordingly.

CONTEXTUAL VIDEOS ON DISPLAY ACROSS THE STORE

The displays are used to show engaging videos and promotions across every screen in each store, managed by the FGL head office to ensure consistent brand experiences across all franchisees. The solution also offers the capability to personalize the displays within a given store with engaging content related to the context of that specific display.

When a consumer places a shoe with an RFID chip on the display stand, the running video is interrupted as the RFID scanner reads the information and sends it to Orckestra Commerce Cloud, which sends the product information and all available sizes in that store's inventory instantly to the customer on that specific screen. Once the customer is done with the scanner, the running video reappears in full synchronicity with the other screens playing content in that store.

THE RESULTS

With Orckestra's help, Sports Experts now offers interactive digital shoe shopping experiences in their stores. Business users are empowered through the Orckestra Commerce Cloud platform so product data and promotional videos are updated often and with little to no involvement from IT. Store associates appreciate the convenience of the interactive shoe wall because they have access to information and near real-time store availability, while continuing to engage with their customers without leaving to search the back room. This reduces customer service friction during rush times as well as potential lost sales.

The 'Shoe Wall' initiative and the e-commerce website are just the beginning of the Sports Experts' omni-channel transition. Moving forward, FGL Sports plans to roll out the success of digital stores to other stores and banners.



Founded in 2006, Orckestra is a software and services company and provider of Orckestra Commerce Cloud, a unified commerce solution for mid-size and large enterprise retailers, grocers and branded manufacturers. Powered by unique Commerce Orchestration™ technology, Orckestra Commerce Cloud goes beyond traditional e-commerce solutions and platforms by allowing brands to deliver streamlined customer experiences across physical and digital touch-points, all from a single platform running on Microsoft's Azure Cloud.

CANADA

1100, av. Canadiens-de-Montreal #540
Montréal (QC) H3B 2S2
SALES: 1 855 747-1929

UNITED STATES

100 Congress Avenue #780
Austin, TX 78701
SALES: 1 855 747-1928

DENMARK

Nygaardsvej 16. 2. Floor
2100 Copenhagen

ORCKESTRA.COM

