



Change management is a must



Build an app or enhance the existing user interface of the app with new products and features.



Use in-store customer pulse on product preferences and add these as product highlights, most shopped, seasonal products on to the app.



Train employees on various operation activities like app usage, user interface, categories know-how, & more.



Drive employees to be hands-on with products' features.



How Decathlon did it



Ensured the successful usage of on-ground by training retail teammates exhaustively to understand the product features and the operational activities.



Product teams spend dedicated time in the storefront to observe actual usage, understand the pulse of the customers, and use this insight to build the next version of the product.

PART I : PROCESS



Mutualisation of Online & Offline Stock



Keep parity between offline and online products based on the warehouse stock.



Add the latest features like geo-fencing and store mapping to map right store to the user during the search.



Transparent Communication



Communicate with the user about various products, announcements and discounts using app inbox or app notifications.



During situations like a pandemic, where there is a lot of flux due to the external environment, it's important to be transparent with customers.

DECATHLON



How Decathlon did it



Ensured **Delivery Promise** and further reduced the lead time+shipping fees for the users by mapping the order delivery address to the nearest fulfillment centre either nearest Stores or Regional Warehouses.



Proactively communicate messages when the delivery lead time or store opening times are beyond control due to lockdown or containment zone restrictions.



Engage on all platforms offering visibility & accessibility



Identify multiple channels to engage with users based on the current customer pulse.



Use the first user touch-point as primary communication channels (app and in-store) and the second touch-point as secondary channels (push notification, SMS, etc).



How Decathlon did it



Adapted to changing trends and added assisted shopping on our e-commerce platforms through Chatbot.



Identified different channels like Retail Outlets, E-commerce & Social Platforms (App, Facebook, Instagram, etc), Communication Platforms (Push Notifications, Email etc).



Cross-reference data across online & offline systems



Merge collected data from in-store and the app to create a 360° user view and offer a seamless experience to the users.



Activate mutual transferable data between offline and online channels to remove silos between data storage across systems.



Remove unnecessary or repetitive steps from the user journey.



How Decathlon did it



Collected user details such as name, phone number, address at the time of registration/purchases, were mutually transferable irrespective of data collected in stores or on the digital platforms.



Revised user journey to ensure unnecessary steps like providing personal information, sharing manual location, etc., were eliminated.



Analyze user behavior & personalize journey accordingly



Utilize historical user data like demographics, preferences, past purchases, search history, and wishlist items to offer a more relevant experience.



Sensitive handling of user data to avoid any breach



Add stringent data protection technology to the app store ensuring there are no data leaks.



Create permissions and cautions wherever required ensuring the user is informed.



How Decathlon did it



Analyzed user behavioral data to determine the preferred sports of the user and recommend products/sports categories accordingly ensuring a more personalized and connected experience.



Requested explicit consent from app users before collecting information such as location access or camera access for scanning products inside the store. Protected this data by default.



Run quick experiments and get feedback



Test logistics to understand release readiness.



Plan and launch a phase-wise release for every store.



How Decathlon did it



Decathlon rolled out the in-store digital journey in a phased manner starting with 1 store in Bangalore, which then extended to 15 stores in the top 8 cities.



Received a lot of feedback from stores across India and used these insights to build a robust product which is now scaled out to all Decathlon stores pan India.



On average, 35% of orders placed inside all our Stores are through Scan & Pay now.



Seamless user experience online & offline



Follow a consistent, relevant user experience to offer a similar experience whether the user is in-store or on the app.



Develop a more guided shopping experience across offline and online channels using in-store personnel and app chatbots.



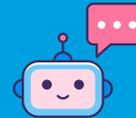
How Decathlon did it



Ensured the experience that worked best on in-store or on the app is also replicated across the other platform.



Assured the offline stores' USP of assisted and guided shopping experience to app users as well.



Provided a similar experience on the web and the app product pages through Chatbot while routing all technical queries on products to our store teammates to help users make an informed purchase.



Customize the journeys basis user needs



Customize user journey based on the channel touch-point (in-store vs. app).



Offer step-by-step communication at every stage of a purchase process.



How Decathlon did it



Provided mapped purchase journey based on user location using the Decathlon App.

- a quick and easy checkout journey when a user is located inside the store
- a more commercial and exploratory journey for e-commerce users when a location is outside stores.

The background features several overlapping, angular shapes in shades of blue and teal, primarily located in the corners and along the edges, creating a modern, geometric aesthetic.

THANK YOU

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