

## How ASICS embraced technology to create a personalized in-store experience

### At a Glance:

ASICS is modernizing the in-store experience with interactive kiosks. Their digital solutions are focusing on:

- The desire for more personalized experiences. 88% of retail consumers expect digital engagement.
- The need for simplified and streamlined transactions. 61% of consumers willing to shop at a completely automated store.
- The goal of valuable brand interactions. 50% of millennials that feel technology amenities...are very important.



As personalization becomes the norm across a wide range of brand experiences, ASICS is harnessing technology to address customer pain points. Customers increasingly expect in-store experiences to be as efficient and individualized as their digital counterparts. This is especially true of younger shoppers, who expect tailored, frictionless purchases that act more as a concierge than just a point of sale.

In fact, 61 percent of Millennials are willing to shop at a completely automated store. Another 88 percent, meanwhile, say they expect digital engagement in their in-store experiences, which indicates that brands providing that level of engagement will outpace their competitors. A full 50 percent confirm this idea, reporting that they consider technological amenities to be of crucial importance at quick service and casual restaurants.

This demand for digital personalization presents clear opportunities for the retail sector. Brick-and-mortar chains are increasingly using interactive digital displays to create personalized experiences in-store, and integrating these touchpoints with frictionless purchase and inventory systems, to better engage with and understand their digital-native customers.

### Challenge: The rise of athleisure

As athletic clothing becomes more acceptable in school and even workplace settings, "athleisure" brands are filling the gap in the market for clothing that offers a blend of functionality and style. According to market research by NPD Group, the athletic footwear market alone has grown by 3 percent since 2016 – and the athleisure category comprised a 56-percent share of that growth. This means brands must be proactive in creating opportunities to reach the correct demographic.

Enter the Millennial market. With 75.4 million people, this generation outnumbers the Baby Boomers by far – and their on-the-go lifestyle and evolving fashion consciousness lend themselves well to athleisure wear. As of late 2016, those dynamics are shifting.

Athletic brand ASICS has been known since the 1970s as a maker of high-end shoes designed for a wide range of athletic activities. However, as competitors created personalized and seamless consumer journeys, ASICS faced an uphill battle in capturing market share. Knowing that 40% of consumers are likely to become repeat customers as a result of personalized service<sup>1</sup>, it's clear this path needed to be explored. They analyzed customer pain points and adopted Intel technology to create personalized customer experiences, improving brand loyalty and driving more foot traffic – resulting in increased sales.

### Solution: Visual, personalized experiences

ASICS has already rolled out more than 145 kiosks that have enabled digital in-store experiences throughout Europe, with more being added monthly. They understand the value of customer experience, and by harnessing technology, the overall in-store experience can push the brand to new levels. With ANQ Ltd.,

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Skratch and Intel, they've enabled the industry to deliver dynamic content, increase operational efficiency, and save time and money. These benefits convinced ASICS to redesign the user experience in their branded stores, elevating their brand while delivering engaging, seamless digital touchpoints for shoppers.

ASICS set out to redesign stores on a bespoke basis, looking at each location individually and analyzing its customer profile. Those solutions center around in-store kiosks that provide personalized shopping journeys for each customer. With typical interactive kiosk deployments seeing between 150 to over 300 sessions per day, analytics show data re-use rates of up to 75% engagement.<sup>2</sup> For example, a footwear selector kiosk asks the customer a series of questions, then uses AI to build a customer profile and delivers an immediate personalized recommendation. The data gathered produces real-time insights, providing consumers with recommendations that increase ad hoc purchases and overall sales, ultimately creating a seamless shopping experience.

But product recommendations are only the beginning of improvements to the shopper's journey. The same kiosks will offer simplified and streamlined transactions, integrated seamlessly with the store's digital inventory system. Staff also walk the sales floor with tablets to build relationships with customers and help them find the right product.



The centerpiece of each concept store is a large-format educational wall display. Customers use a touchscreen totem to control the wall-sized display as they scroll through the entire ASICS catalog and find more information about each shoe. Any shoes in which they express interest are

highlighted on the linked, merchandised video wall, adding customer impact, while connecting the digital and physical worlds by offering an immediate opportunity to turn their desires into a purchase. These kiosks, tablets, and touchscreens provide the technological amenities that customers expect, significantly strengthening their in-store engagement.

Result: High performance and strong results

ASICS is already seeing significant increases in customer engagement and sales across all stores redesigned with Intel technology. Feedback from customers and in-store sales associates has been strongly positive, and all concept stores are performing above expectations.



Beyond these performance increases, ASICS has been able to get to know their customers better based on data insights, getting to know what they want and when they want it. This influx of new data is enabling ASICS marketers to locate pain points in shoppers' in-store journeys and to refine the company's approach to interactive digital displays.

Where to Get More Information

For more information on interactive kiosks, visit [intel.com/interactivekiosks](https://intel.com/interactivekiosks)

Solution Ingredients

- Intel® Core™ i5 NUC
Intel® Core™ i7 7th Gen CPU
ANQ iBillboard Digital Delivery Platform running Windows Embedded



ANQ – Asics official digital in-store partner for EMEA DTC stores - digital retail platform, consultants and customer touch point design and development. SKRATCH – Systems integration and A/V systems supplier to Asics DTC stores.

1 Hyken, Shep. "Personalized Customer Experience Increases Revenue and Loyalty." Forbes.com. October 29, 2017. https://www.forbes.com/sites/shephyken/2017/10/29/personalized-customer-experience-increases-revenue-and-loyalty
2 Gibson, Lee, Managing Director, ANQ Ltd.