

The New Gold Standard in Omnichannel Retail

Lefties

TRISON

Goal: the store of the future now

A totally new and different concept to **achieve the best customer experience in a fully digitalized space** with a seamless transition of **offline and online** shopping.



A unique experience

- The shop is equipped with the **most innovative audiovisual technology**, which allows the user to enter into a **fully digital shopping experience**.
- **Business critical points** are **fully digitalized**: Easy Pay self check-outs, automated pick-up and delivery points, smart fitting rooms, customization zone...
- This new shop revolutionizes the traditional concept of a shop, **merging offline and online in a single space** where you can check out the latest clothing trends , enjoy a concert, drink a smoothie and people and pets can take water for free.

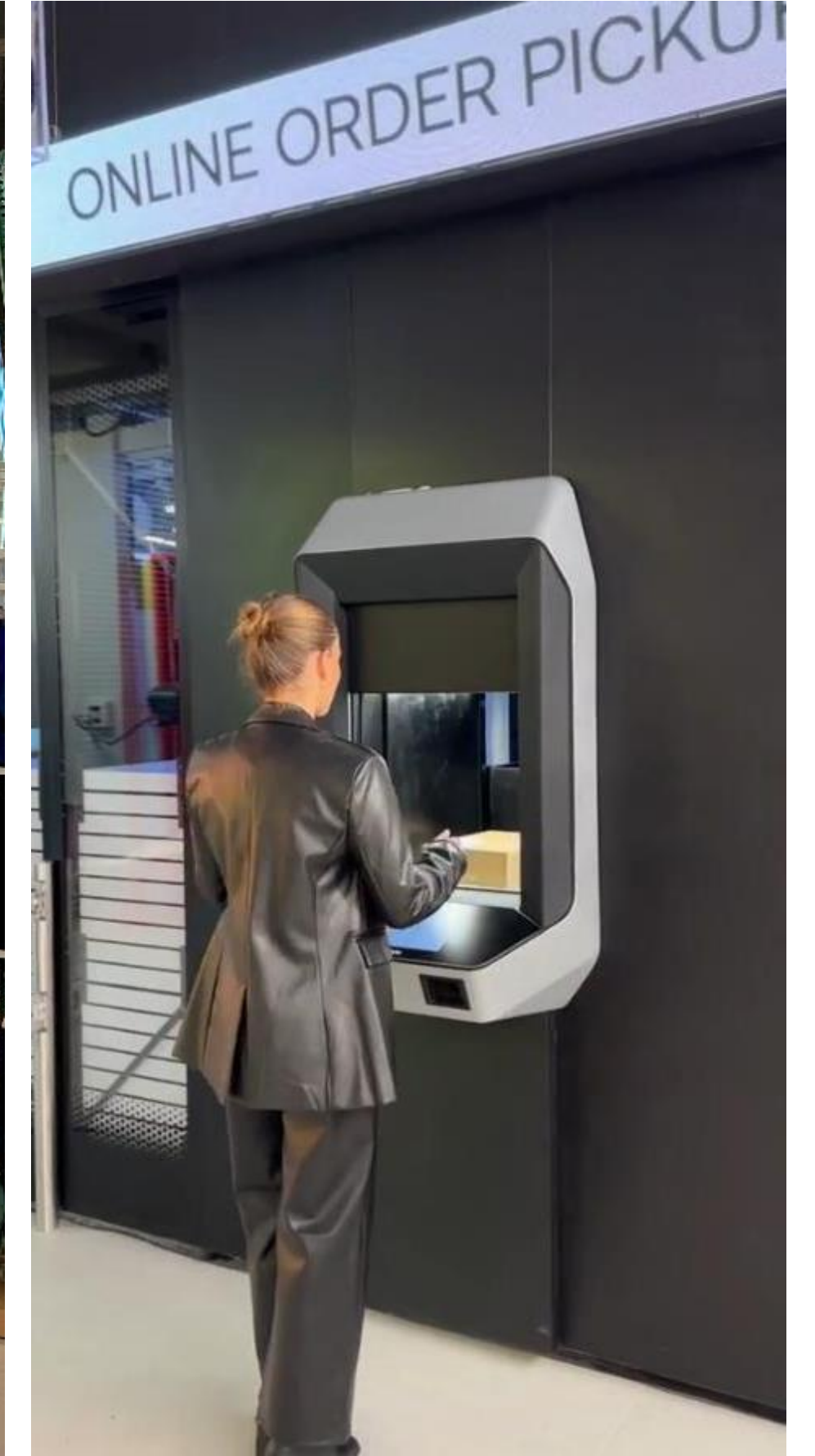


The store of the future

From the moment you enter the shop you experience a **unique customer journey: 3D WOW and experiential content catch the eye of anyone** who enters the shop.

Wayfinding LED banners and directories guide them to fully experiential areas such as the **customization area** or the cafeteria.

You can also **pick up or return your online order** at the collection points of the store, and meanwhile you can play **Tetris or Mario Bros** or **refill your water bottle** in the fountains designed for **adults, kids and their pets**. This technology **counts the bottles saved by refilling!**



Most innovative technology

Thanks to **smart fitting rooms**, customers enjoy a much more **memorable shopping experience**. As they approach the area, they **take their turn on a touch screen**, which also allows Lefties to **control the number of garments** they bring thanks to **RFID**, and are directed to their fitting room.

Clothes they don't want to purchase **go directly from the fitting rooms to the reworking area** thanks to a conveyor belt.

In addition to it, there **are fully differentiated audio zones** designed and **synchronized with the 3D WOW content**.



A memorable journey

At the end of the customer journey, the shop has **business critical areas such as the Easy Pay zone**, where technology is at the forefront.

The **queue management system** allows the store to control **the flow of the customers** in the queue, directing them to the available Easy Pay self check-outs.

Easy Pay uses **RFID technology**, **reducing time spent on sales operations**.





P2: ER WOMAN MUJER
P1: PROBADORES FITTING ROOMS
P0: GIDA DE PEDIDOS ONLINE
P3: KIDS NIÑOS KIDS



Impact



ROI

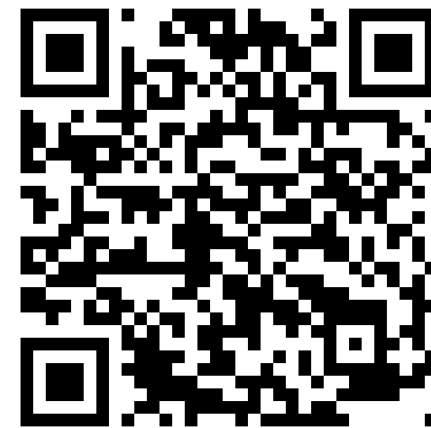


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