



## Monsoon Accessorize Case Study

### Introduction

**A truly global brand with over 800 international branches in over 60 markets, coupled with 350 in the UK.** The company is represented on five continents and still growing. Monsoon Accessorize, the fashion and accessories retailer, has started to implement its vision for a more mobile, cash desk free future. It has embarked on a new multichannel journey based upon instore mobile technology, in support of its aims to become a modern, relevant high street fashion retailer.



**Website**  
<http://uk.monsoon.co.uk/>

### Business Challenge

The need for live instore sales applications.

Trials show that “7-10% of sales made in a store environment are currently conducted through tablets” and that 60% of those people opt for click & collect transactions, with approximately 30% of those customers making another transaction when they come in to pick up their order.

### JT Solutions

Following a successful instore trial period Monsoon launched the UK’s first live instore sales application that connects web with point-of-sale.

There are over 120 Monsoon Accessorize stores now live on the system, with plans to develop this further during the course of 2016.

Benefits include tablet devices for assisted selling instore, a mobile-optimised website and mobility in the form of more trading space on the shop floor.

The solution, known as Monsoon Accessorize Extended (or MAX), allows store staff to use iPads to engage with customers and process transactions. Using the application, staff can present Monsoon’s extended product range to a customer and locate stock, whether on the shop floor, in the store room, in another store, or in the eCommerce distribution centre.

The application is the first to be fully integrated with the store POS, allowing the transaction to be completed right there on the iPad through the POS using a wireless Chip and PIN device.

It facilitates a conversation and drives incremental sales and will be used to really assist the customer in buying whatever may be in the supply chain. Whether the products are instore, on the website, in another store, it can be used to make that transaction and Monsoon can deal with all of that in one basket.

## Customer Endorsement

“You get product recommendations on our main website, but we’re actually going to put that on our tablet devices because often this can help the customer and the sales assistant better understand our full range. It helps us because we increase sales but importantly it helps the customer because it provides a much improved service, which is ultimately our key aim. What I see in the future is that we’ll have fewer cash desks, which will expand the selling space through increased mobility. That in itself – if you think about the benefit to the retailer and the customer – is significant.”

John Bovill IT & eCommerce Director

## Contact details

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