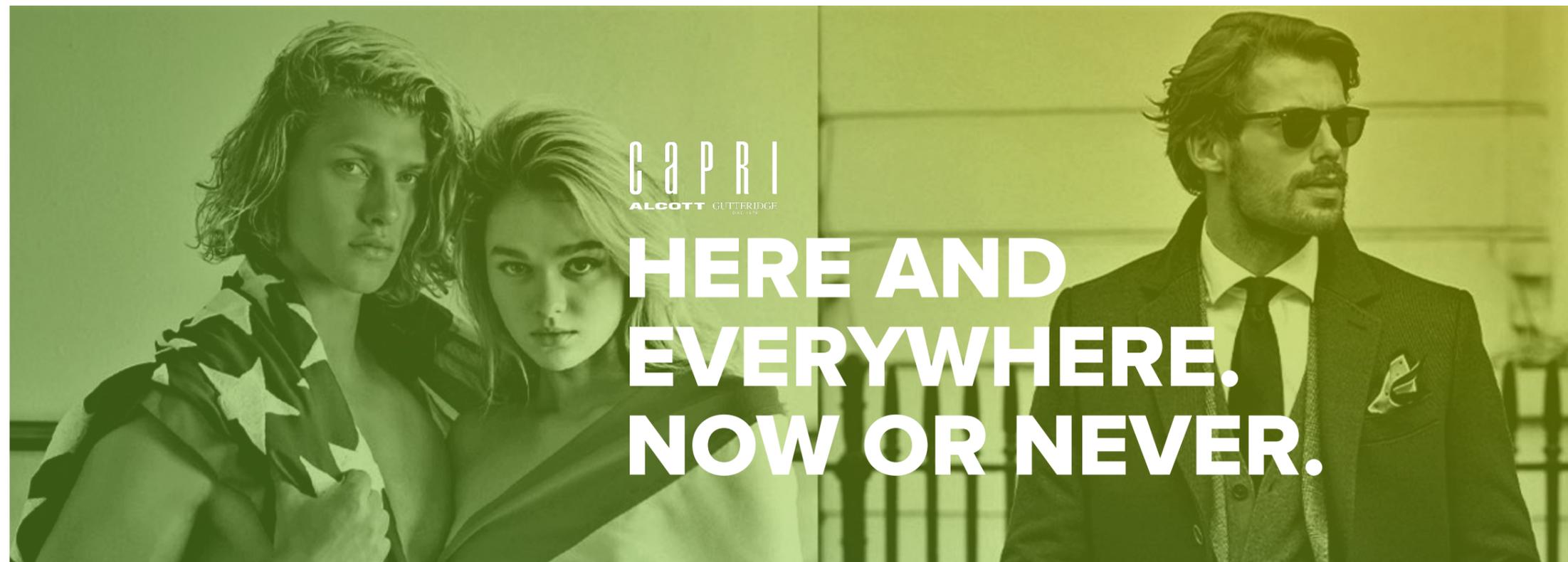


**RETAIL REPLY** is the Reply group company who help Retailers in the digitization and omnichannel process, supporting its customers for their entire company structure, from processes to technologies, to change management. Retail Reply is positioned within the national and international scene with a primary role in Consulting and System Integration, with a proven track record in Digital Retail Strategy projects. Retail Reply also has experience in the physical-digital convergence with innovative store management solutions through the ORACLE xStore platform. Along with the design and implementation of eCommerce solutions with in the main market solutions, including Salesforce Commerce Cloud.



The Capri Group, owner of the well-known fast fashion brands characterised by high growth potential - Alcott and Gutteridge - is taking on, with Retail Reply's support, an innovative digital transformation process. This process puts Artificial Intelligence at the service of the Retail world and integrates the gradual nature of a scalable approach to the vision of a multi-channel oriented future.

# MAKE IT PERSONAL AND EASY TO BUY OR... BYE!

In the Fast Fashion Retail market, the consumer always wants everything straight away, here and everywhere and expects to feel special in just a few clicks.

A multi-channel approach, personalisation and an expansion of the customer experience, a fusion between the physical store and the digital realm, fluidity in the buying experience, an increased customer conversion rate, efficient warehouse and logistics management, integration of the mobile first and one-touch payments functionalities.

They are not optional though, they are the imperatives of the Fast Fashion Retail world, translating into investments aimed at optimising and extending the business processes of operators in this sector.



# AN INNOVATIVE E-COMMERCE APPROACH AND MARKETING AUTOMATION EFFICIENCY

A team effort was undertaken by the Capri Group and Retail Reply, which, following a preliminary phase focused on the assessment, process analysis, target definition and strategic planning of the activities, facilitated the development and launch of the new e-commerce websites of the Alcott - [www.alcott.eu](http://www.alcott.eu) and Gutteridge - [www.gutteridge.com](http://www.gutteridge.com) brands.

Developed using Salesforce eCommerce Cloud, both websites integrate the full potential of the Cloud, with the technological innovation offered by Artificial Intelligence. The decision to go with the mobile first version represents another important step in the process of engaging new generations of consumers.

Smartphones and tablets are the preferred buying channels for young people, Alcott's main target and future market for Gutteridge and, more generally, for the Capri Group.

Integration between the e-commerce platform and the marketing automation system enabled the Capri Group to pursue a centralised customer communication management model and improve the customer journey right from the start, through marketing campaigns, newsletters and communications relating to the purchasing process: from notification of the order or return status, to follow-up e-mails for the recovery of abandoned shopping baskets.

# OMNI-CHANNEL EXPERIENCE AND DISTRIBUTED ORDER MANAGEMENT PROCESSES ENHANCED THROUGH AI

Improving the shopping experience, making it always easier and quicker while, at the same time, ensuring that internal management costs are contained. These are precisely the aims of the Digital Transformation process which Retail Reply has designed with and for the Capri Group.

These objectives were achieved by focussing on enhancing and extending the Order Management System (OMS) solution, through the adoption of Hybrid Store, Return in Store, Pay&Collect, Click&Collect and Reserve&Collect omnichannel services, through the integration of Zalando and Amazon Marketplaces.

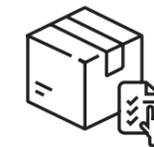
The vertebral column and spinal cord of the solution is Artificial Intelligence: the Salesforce (Einstein) AI engine, which offers suggestions and recommendations, guarantees an increasingly personalised shopping experience, whereas the Machine Learning algorithms integrated in the OMS make it possible to optimise and enhance the efficiency of the handling processes between warehouses and shops.

*“Making the most of the past and looking towards the future, leveraging consolidated brand identities thanks to over 30 years of experience throughout Italy, a scalable strategy, state-of-the-art solutions and a reliable and specialised technology partner in the design and implementation of Digital Transformation solutions in the Retail domain. This is the formula adopted by the Capri Group to strengthen its leadership position and to enable the Alcott and Gutteridge brands to accelerate their expansion towards new markets, now and in the future”.*

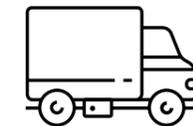
*Francesco Colella, Capri srl Co-Owner*

# FOCUS ON THE ORDER MANAGEMENT SYSTEM OF REPLY

Retail Reply’s Order Management System is a microservices platform natively integrated with more than 100 couriers from around the world, with Salesforce Commerce Cloud and the main Payment Gateways.



Verify in real time the availability of products in all warehouses and in all shops.



Manage the shipping and return processes in a uniform manner



Manage Pay&Collect and Reserve&Collect activities, through an intuitive omni-channel web interface.



Optimise the reallocation of goods and the selection of a warehouse for orders and returns, thanks to advanced ML algorithms.