



# GetALook

## The intelligent fitting room

Boost your sales volume with an optimised customer service





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Boost your sales volume with an optimised customer service!

This is made possible by an intelligent dressing room, individually offering your customers outfit combinations with a reliable sense of style – as a result your staff is given new capacities.

## Your advantages

### + Increase your Turnover

By well directed recommendations on the completion of an outfit you obtain a considerable turnover increase. Customers do not only buy the goods they need or like, but also an adequate completion.

### + Improve your Image

In times of brisk business the stress of your sales staff will be lessened enabling them to focus better on regular customers. Nevertheless the running customers are in best hands and virtually animated – this makes you stand out positively from competitors!

### + Actively control your Sales

You are now able to actively control your sales and specifically campaign single goods by integrating them into the presented outfit recommendations. As a result fewer dead articles pile up, which would otherwise need to be sold on reduced prices.

### + Retrieve Information

By using intelligent shelves in the sales rooms you have the possibility to analyze which parts are taken to fittings and put back on the rack. Goods, which did not show to advantage as yet, can now be profitably presented.

### + Get Customers informed

While trying on clothes an overview of all suitable garments and available sizes is presented on the monitor. Thus customers receive information about the availability of their sizes and do not need to find that out by asking or a bothersome search for it.

### + Keep Customers satisfied

The virtual adviser supports people who have difficulties in finding a suitable outfit or who do not dare to ask the sales staff for help. The presented recommendations give a certain fashion sense to your customers and increase their consumptive behaviour.

## The idea behind it?

The intelligent fitting room "GetALook" stimulates the consumptive behaviour in your customers. The good's label features a transponder tag carrying information about the garment. The intelligent dressing room "GetALook" is equipped with a monitor. Customers taking an item of clothing to the dressing room are now presented a selection of articles to complement and complete the outfit.



## How is this possible?

An ingenious identification system is integrated into the walls of the room while the information data of the label is collected by a reader and synchronized with the database – now the customer can see a recommendation for a matching outfit on the monitor. Thus customers are animated to additionally buy a combination or suitable accessories instead of only one piece.



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