

Debenhams' customers experience the future of shopping and it's proving popular



DEBENHAMS

Debenhams has 167 stores across the UK and Ireland and a fully transactional website, reflecting Debenhams' commitment to offering customers greater value, a wider choice and excellent service. The retailer has a growing multichannel business integrating in-store and online businesses to give customers maximum choice and flexibility so that it's easy for them to shop whatever way they want to.

Debenhams was looking for ways to attract new customers and to offer more to existing customers to encourage them to return to their stores more often. Offering them the ability to browse the web, or communicate with friends on social media, for free, looked like a good way to achieve that.

Debenhams decided to trial wifi in three stores to gauge customer reaction. The trial was very successful, with a large uptake of the Debenhams app: one million downloads and 250,000 barcode scans in store via the app. 30% of the retailer's online traffic now comes from mobile devices.

Debenhams has now launched free O₂ wifi throughout all its 167 shops and now offers the largest wifi coverage of any department store in the UK.

Customers can use their smartphones and tablets to connect to fast, free, easy-to-use O₂ wifi, whenever they are in store. They have access to a huge variety of Debenhams information and special deals as they walk around the store, when using the fitting rooms or while enjoying coffee in one of the retailer's restaurants.

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Fiona Lay,
Head of Online Debenhams

Debenhams has found that customers who use their smartphones while shopping stay longer. They use the Debenhams app to scan barcodes to check prices and read reviews while they are still in the store. Debenhams is capturing 'lost' sales by providing access to the online catalogue and additional sizes if a store does not have a particular item a customer is looking for, and attracting new customers with mobile voucher promotions.

Retail Gazette* reported that Debenhams' free wifi access has driven considerable m-commerce growth as visits via mobile rocketed 200 per cent while iPad app visits soared more than 500%.

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[Find out more about our Joined Up Customer solutions](#)

Benefits

- Encourages customer loyalty
- Increases customer dwell time
- Better capture of 'lost' sales
- Creates new opportunities

*<http://www.retailgazette.co.uk/articles/01144-debenhams-sales-soar-amid-expansion>