

# Desafíos de la Omnipresencia en la Industria del Retail

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# Tres Estudio, Una Historia

Compra Online  
Retira en Tienda

**Crate&Barrel**

Tecnología  
Virtual Fit



Trade Offs  
Del Cliente



# Crate&Barrel







Crate&Barrel



sears



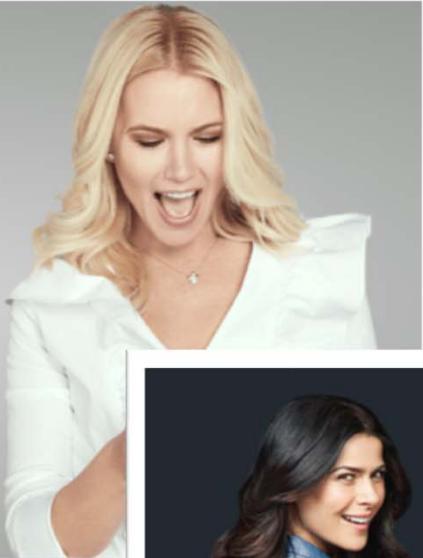
macys

NORDSTROM

Toys R Us

**48** TIENDAS  
A LO LARGO  
DE TODO CHILE

COMpra ONLINE  
RETIRA EN TIENDA   
SIN COSTO DE DESPACHO



COMPRA  
ONLINE  
PARIS.CL  RETIRA  
EN TIENDA

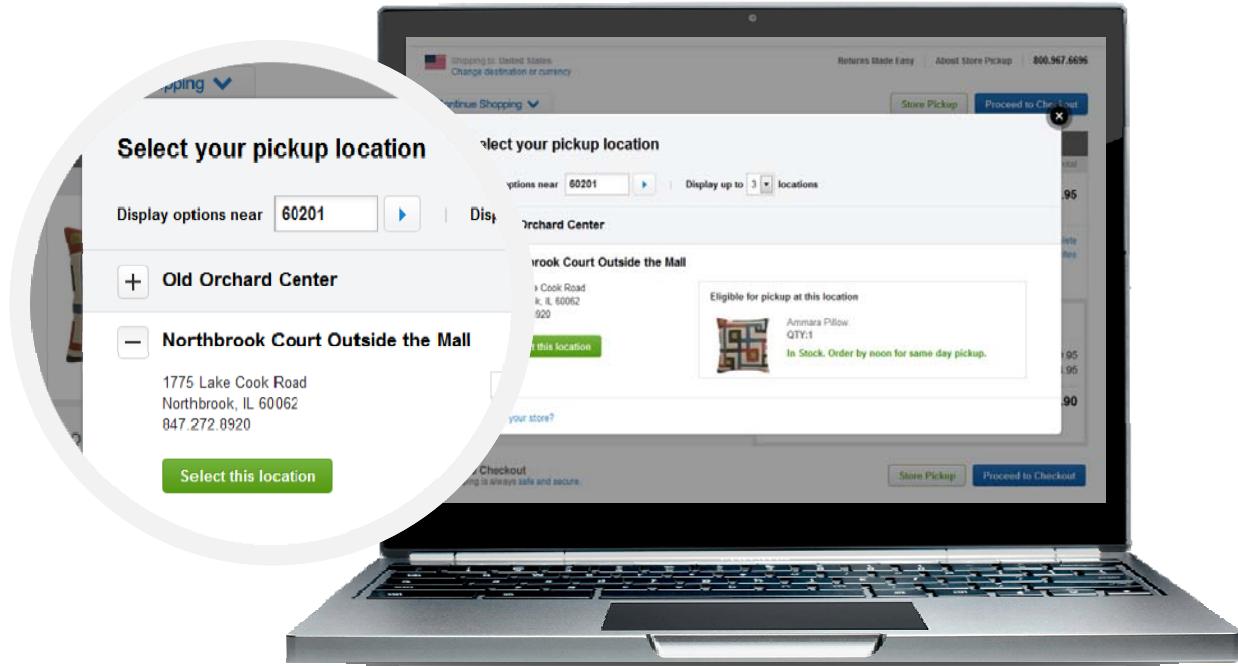
   

SIN COSTO DE DESPACHO

Requisitos importantes ▾

Ubicar punto de entrega ▾

Preguntas frecuentes ▾



# Metodología del Estudio

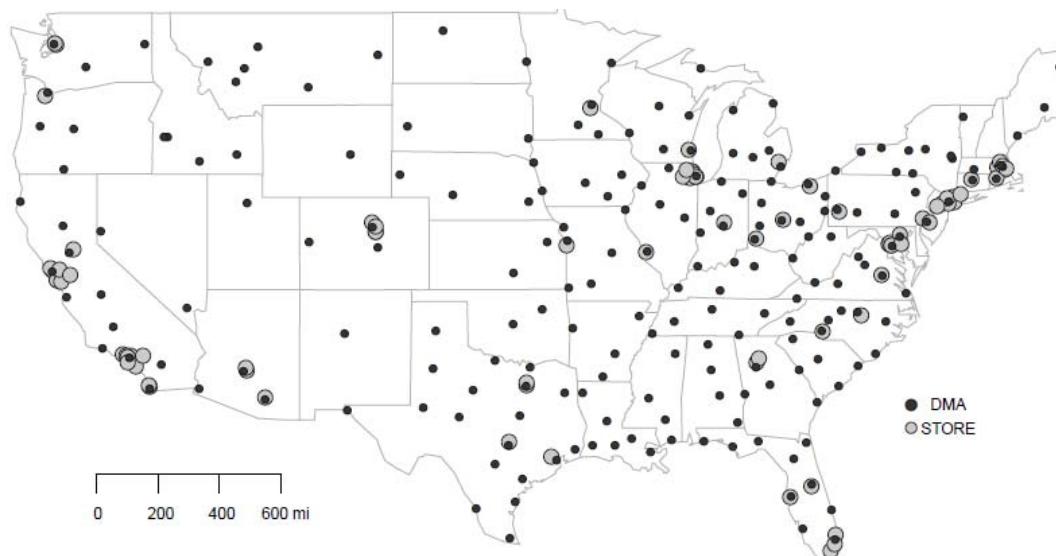


**Grupo Tratado**  
Local Crate & Barrel en un radio de  
75 km



**Grupo Control**  
Clientes sin acceso a local en un  
radio de 75 km

# Metodología del Estudio



- 48 DMAs in Grupo de Tratamiento
- 162 DMAs Grupo de Control

# Impacto de ofrecer Compra Online Retira en Tienda

7%  
▼

Ventas  
online

1%  
▲

Abandono de  
Carrito

6%  
▲

Ventas en  
Tiendas

13%  
▲

Trafico en  
las  
Tiendas

# Tecnología Virtual Fit



# Vender Online puede ser difícil



Tiempo de Entrega



Incertidumbre sobre los Productos



Altos Costos de Retornos

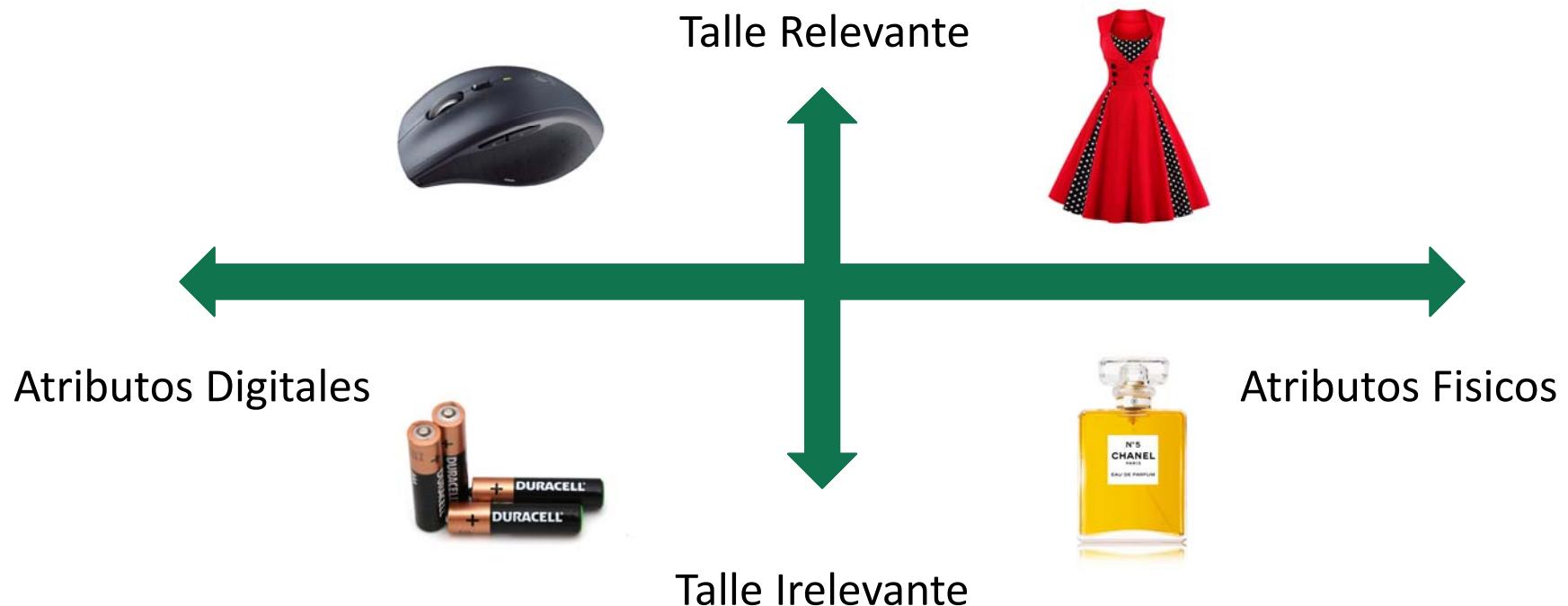
# Atributos Digitales vs Fisicos



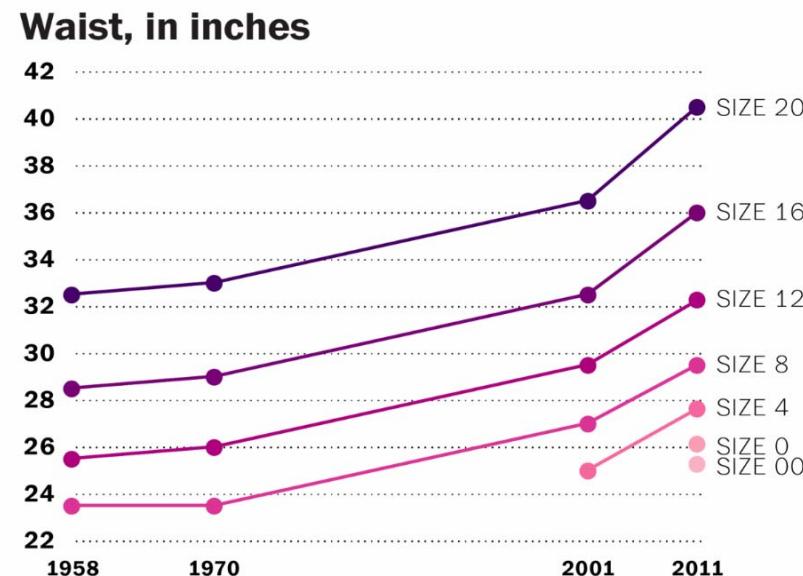
Atributos Digitales

Atributos Fisicos

# El Problema de los Talles

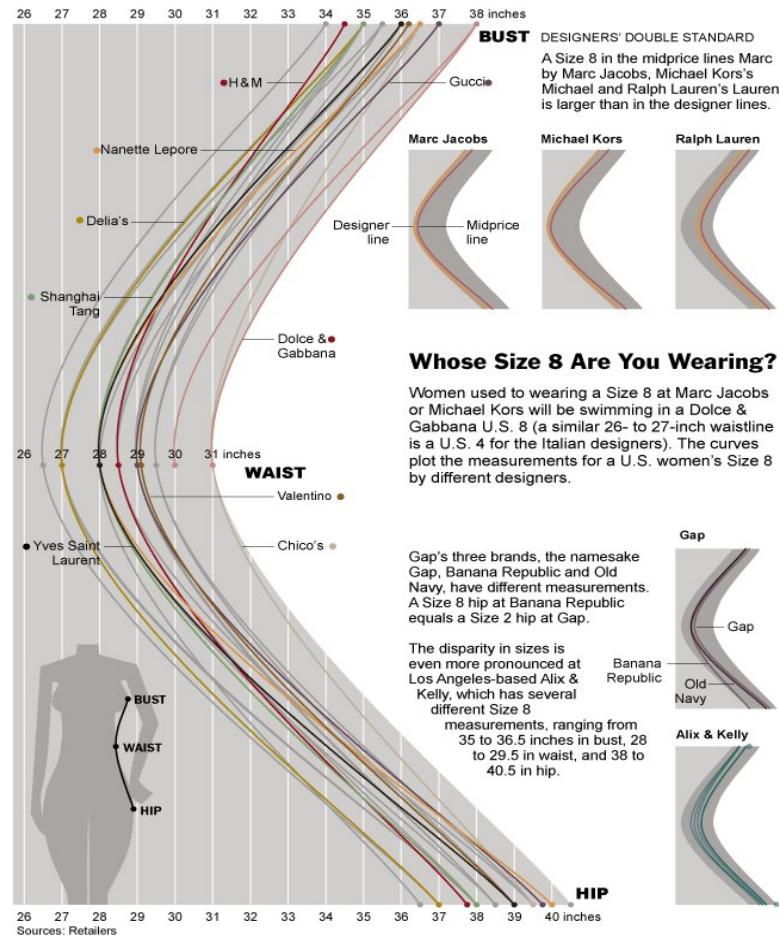


# Talles y “Fit”



Source: Washington Post

# Talles y “Fit”



# Consecuencias de la Incertidumbre



Algunos Clientes deciden no comprar



Algunos Clientes hacen “Showrooming”



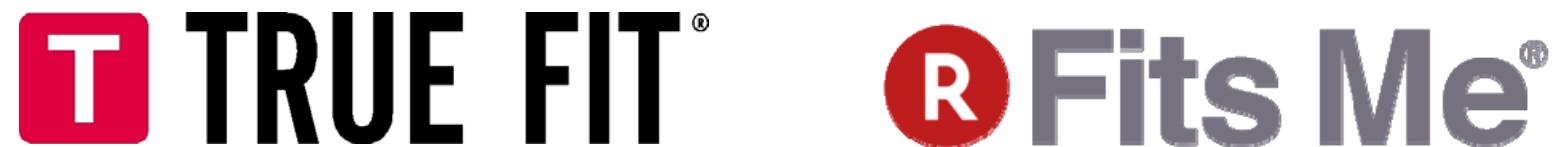
Algunos Clientes Compran y Devuelven

# Virtual Fit Technologies

The image consists of two main parts. On the left, a smartphone screen displays a white card with the text "At Shoefitr, we help people buy shoes online." Below this is a green button labeled "SEE HOW »". On the right, a laptop screen shows the Shoefitr software's 3D fit visualization. It compares a "Saucony Guide 6" shoe (Size 10) with a "Nike Free 3.0 V5" shoe (Size 9½). A 3D model of the Saucony shoe is shown with a color gradient from red (Tighter) to blue (Looser) to indicate how it will feel compared to the Nike Free. Below the laptop, a dark grey box contains the text: "Our software shows shoppers how shoes will fit and recommends the best fitting size. We can also tell shoppers what shoes fit similarly to ones they already wear. We have the largest database of footwear in the world." There are green arrow icons pointing left and right at the bottom of this box.

Acquired by Amazon on April 2015

# Virtual Fit Technologies



# A retail startup that allows people to try on clothes digitally just got a £10 million boost

Camilla Hodgson 

© Jul. 9, 2017, 4:00 AM  10,492



FACEBOOK



LINKEDIN



TWITTER



EMAIL



PRINT

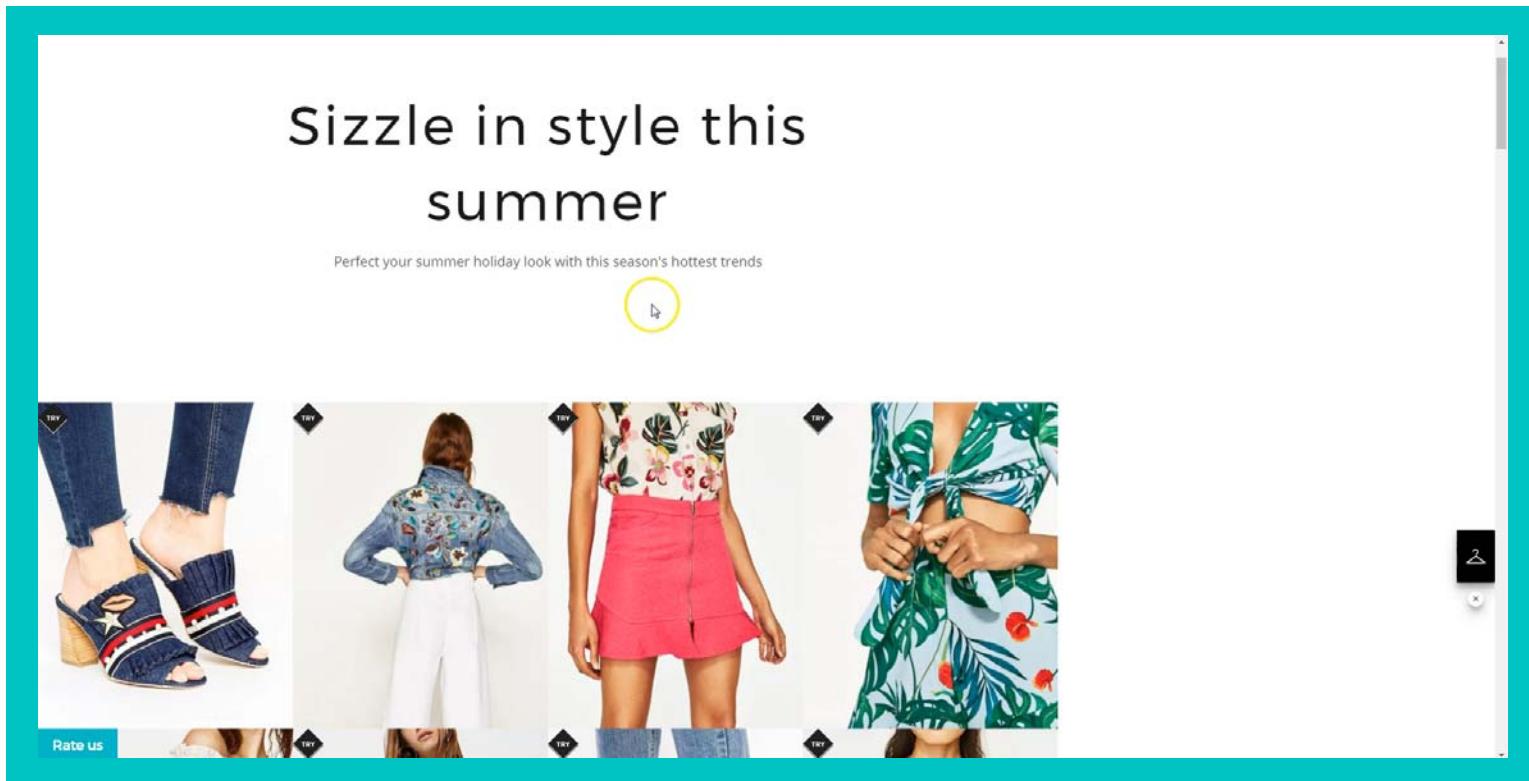
LONDON – Metail, which allows customers try on clothes in a virtual fitting room, secured £10 million (\$12.88 million) in a Series B funding round, as fashion retail continues its move from the high street to the internet.

The round was led by TAL, a leading Hong Kong-based clothing manufacturer which also led the 2014 funding round. The company had already raised £12.5 million (\$16.1 million) since setting up in 2008.



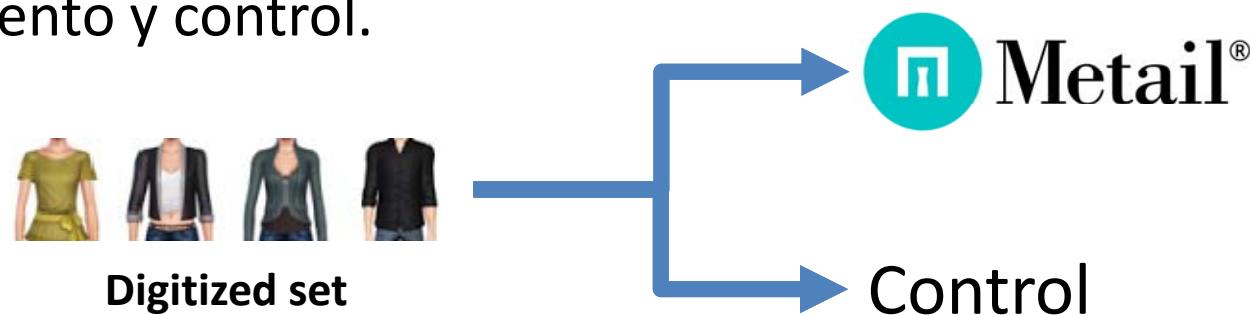
Metail founder Tom Adeyoola Metail

# Proyecto en Colaboracion con Metail®

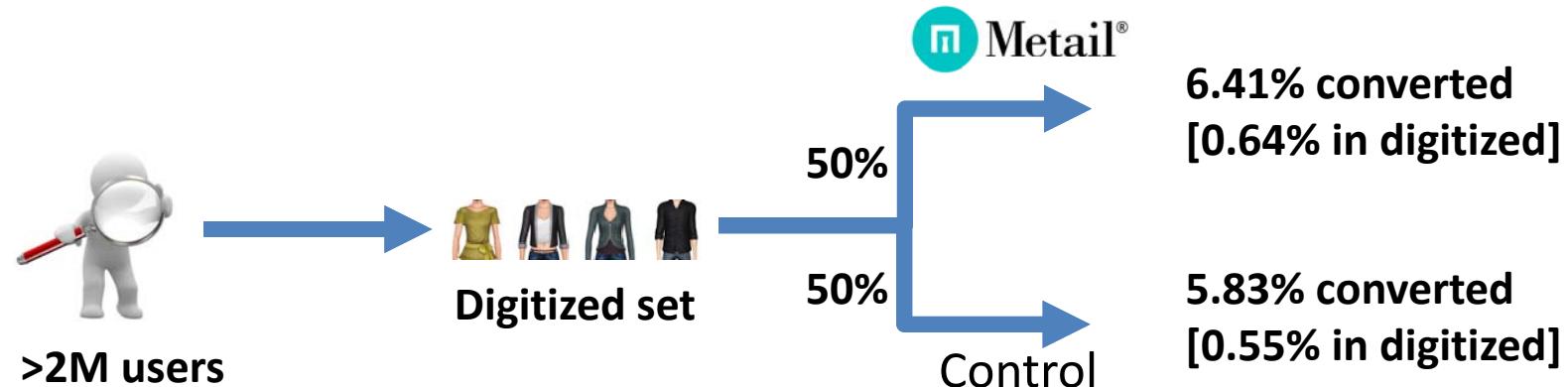


# Diseño del Experimento

- Online Retailer de Latinoamerica
- Se seleccionó un grupo de productos para digitalizar (entre más de 50 mil productos)
- Los usuarios fueron asignados aleatoriamente a grupos de tratamiento y control.



# Resultados del Experimento



**10%**  
conversion rate  
overall

**16%**  
conversion in  
digitized set

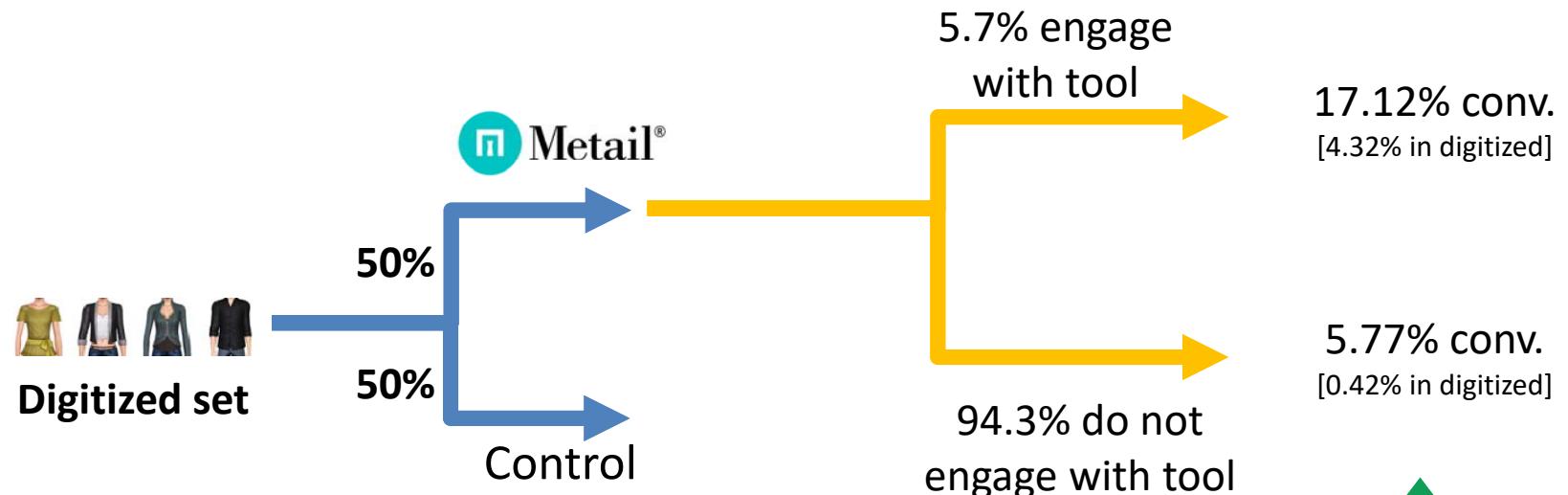
# Resultados del Experimento

**1.6%**  
order  
amount

**0.8%**  
average  
price

**0.02**  
more  
products in  
basket

# Resultados del Experimento



Los usuarios que usan la herramienta son mucho más propensos a comprar que los que no la usan... pero esta comparación sufre de auto selección.

▲  
**3x**  
conversion for  
engaged users

¿La herramienta virtual  
funciona según lo previsto?



**4.4%**  
return  
rate

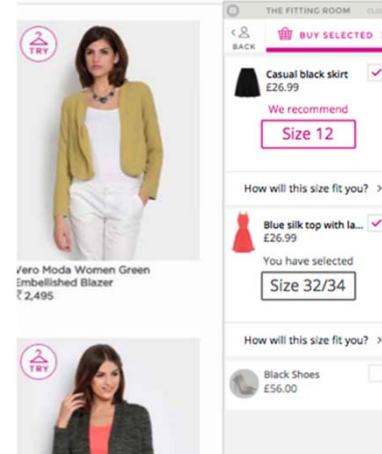
# Engagement vs reduction in uncertainty?

Experiment in an Indian retailer during 15 days.

All users have access to Metail but 50% of the users, size recommendation is presented more saliently



VS



  
**Revenues Increase when Recommendation is more salient**

# Trade Offs Del Cliente



# Que Quiere el Cliente?

-  Fulfillment
-  Return
-  Price
-  Information
-  Retailer





# Como Diseñar la Oferta Multicanal Optima?

# Estimar las Preferencias del Consumidor: **Conjoint Analysis**







## DELIVERY



1. Shipped to you for **free** in **2 business days**
2. Shipped to you for **free** in **5 business days**
3. **Pay \$20** to have it shipped to you in **2 business days**
4. **Pay \$10** to have it shipped to you in **5 business days**
5. Pick up the jacket for free in the store



## RETURN



1. Free return by mail or in store
2. Free in-store return or pay \$6 for return by mail
3. Free in-store return or pay \$12 for return by mail
4. Pay \$6 to return by mail (no in-store return)
5. Pay \$12 to return by mail (no in-store return)



## INFORMATION



1. No information
2. Star ratings from 150 customers
3. Star ratings & customer reviews from 150 customers
4. A 3D view of the product
5. Virtual chat with a customer representative



## RETAILER



1. Amazon
2. The North Face
3. Macy's
4. Dick's Sporting Goods
5. Nordstrom





## PRICE



1. 110 dollars
2. 120 dollars
3. 130 dollars
4. 140 dollars
5. 150 dollars





### OPTION A

Free 5-days

\$6 per mail

No info

Nordstrom

\$110

### OPTION B

Free pick-up

Free in-store - \$6 by  
mail

Star ratings

Macy's

\$120

### OPTION C

\$20 – 2 days

Free return in-store  
or by mail

3D view

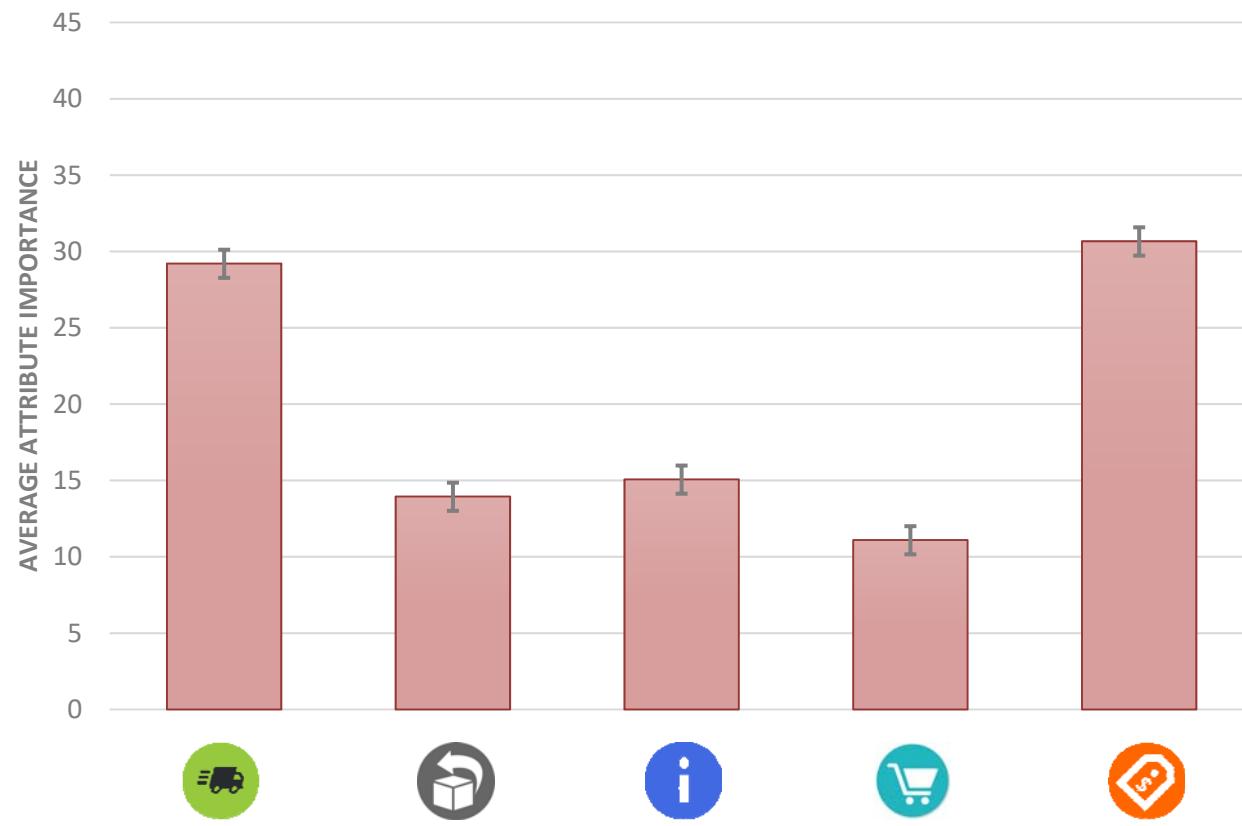
Amazon

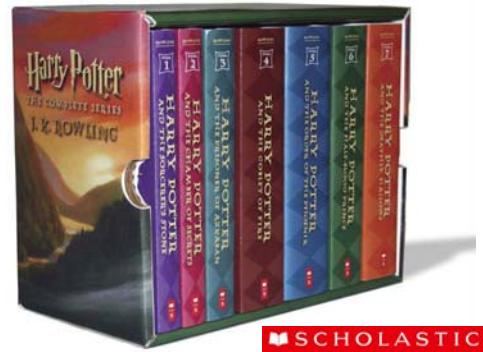
\$140



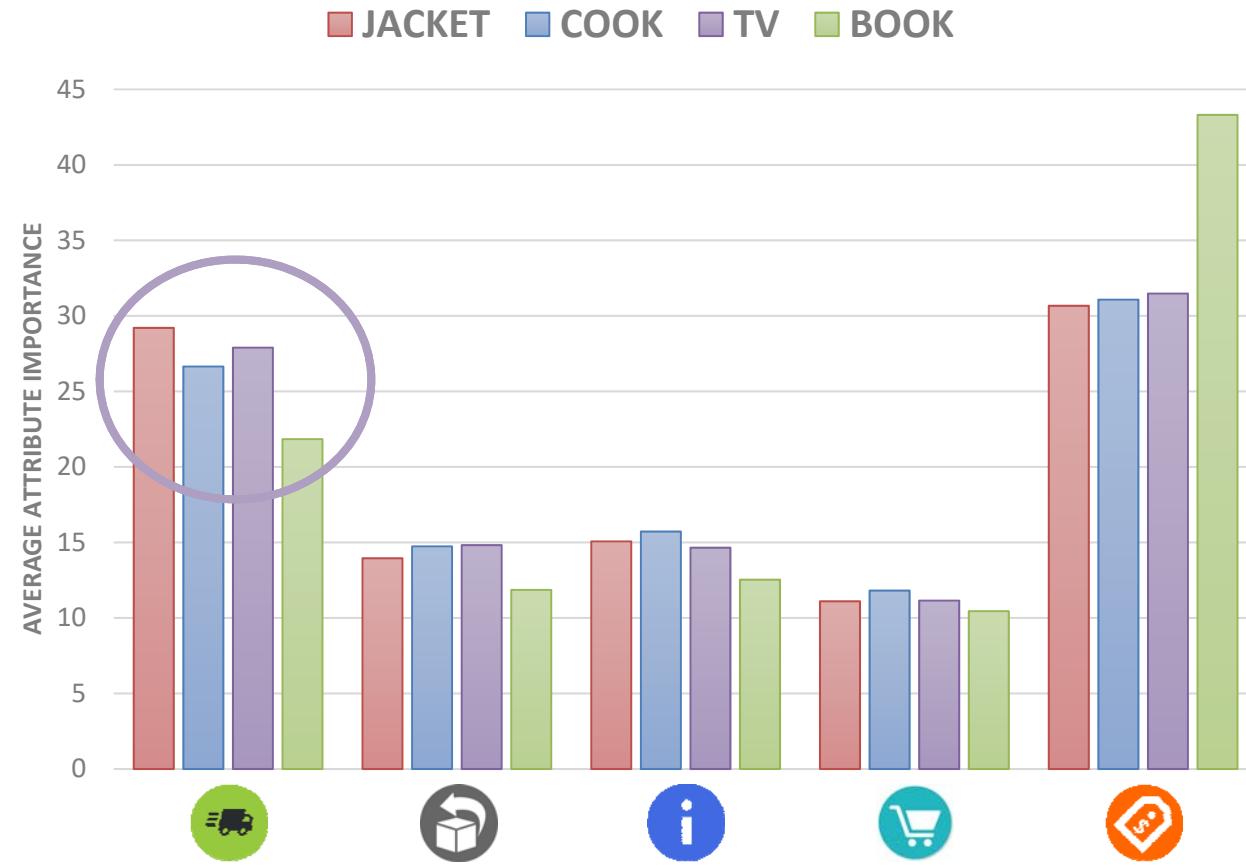
# Resultados

## JACKET



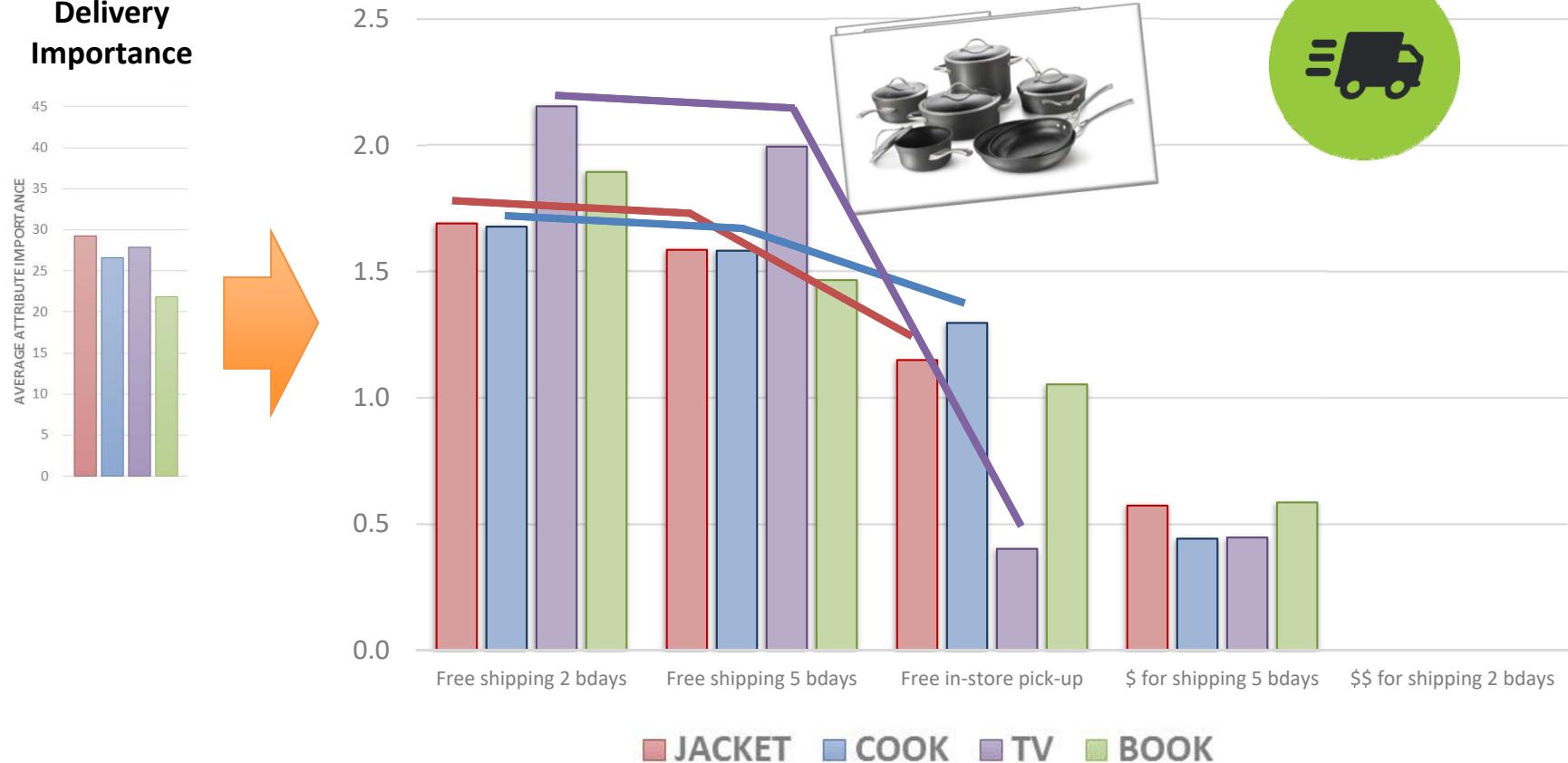


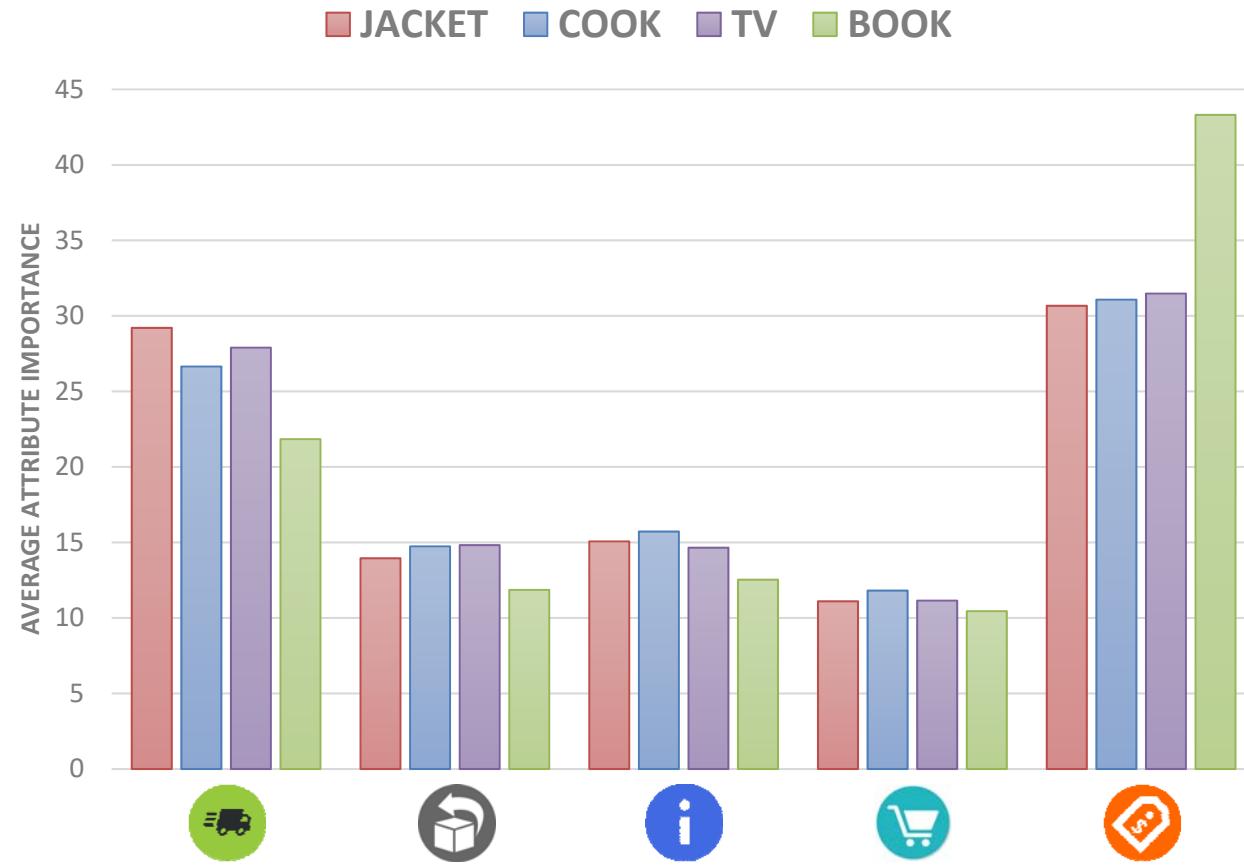
**Calphalon®**

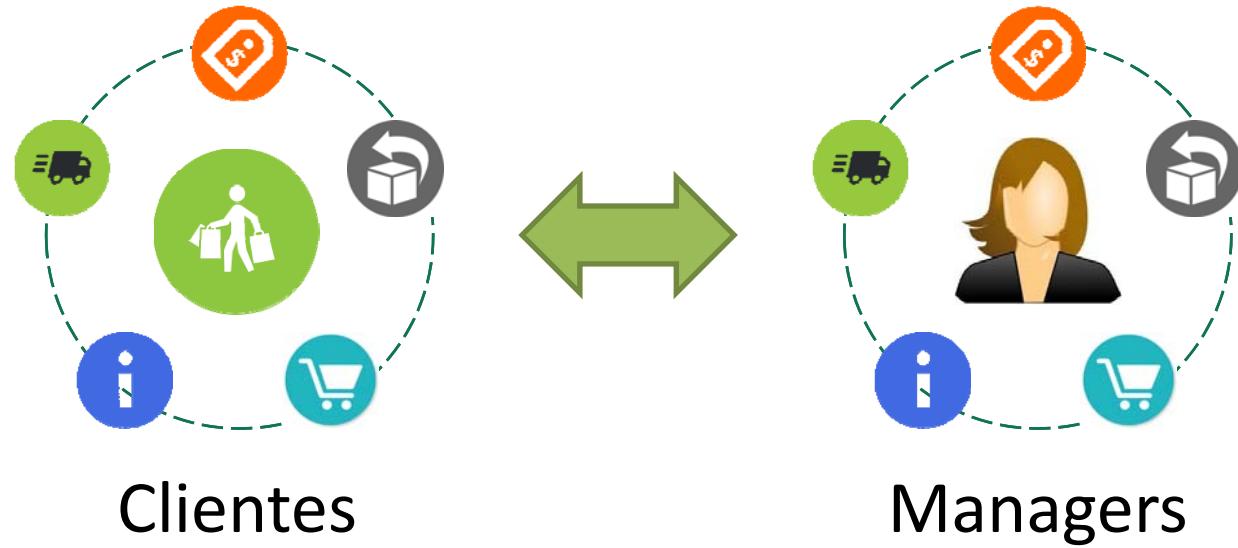


## Delivery Importance

### Delivery Importance







# Aprovechando el Conocimiento de los Managers



# Aprovechando el Conocimiento de los Managers

## Attribute Importance

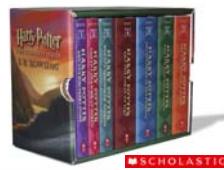
- Estimar la importancia de los atributos

## Market Scenarios

- Estimar la Participation de Mercado para Diferentes Opciones



# Attributes Importance (0-100)



# Shares



## OPTION A

Free 5-days

\$6 per mail

No info

Nordstrom

\$110

## OPTION B

\$20 – 2 days

Free in-store - \$6 by  
mail

Star ratings

Macy's

\$120

## OPTION C

Free pick-up

Free return in-store  
or by mail

3D view

Amazon

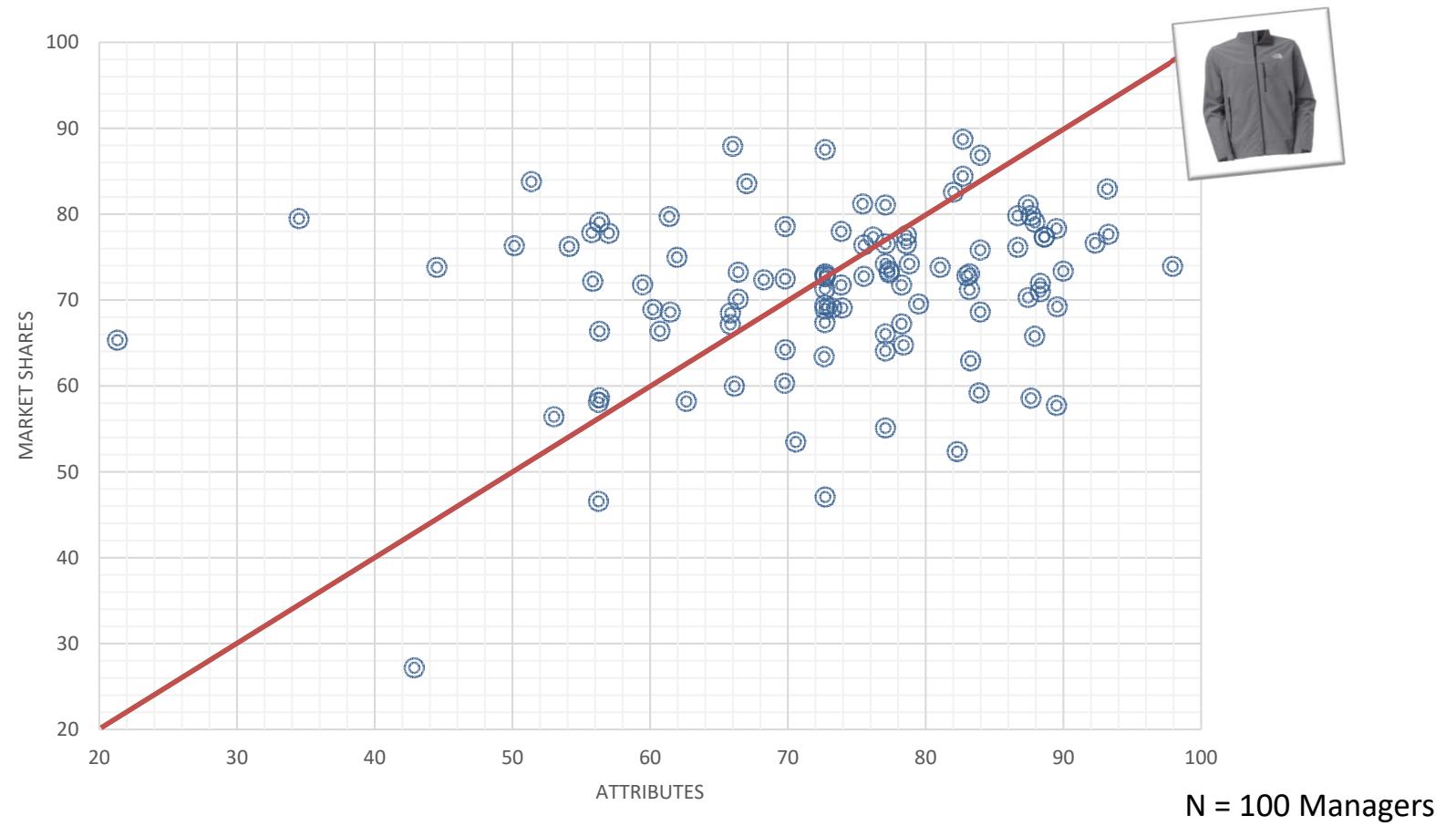
\$140

MARKET SHARE

40%

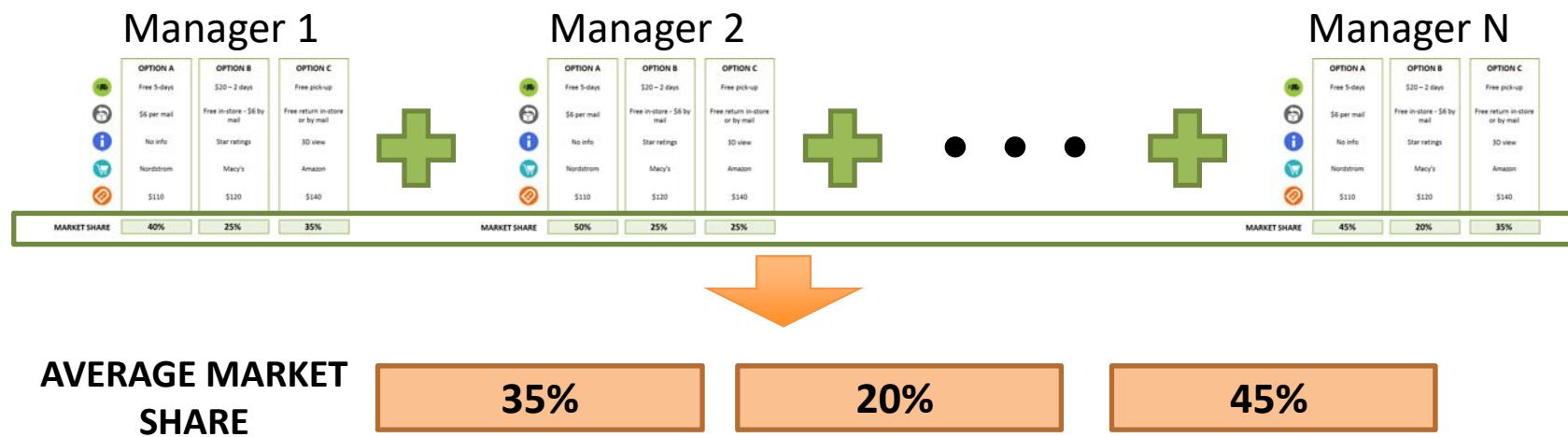
25%

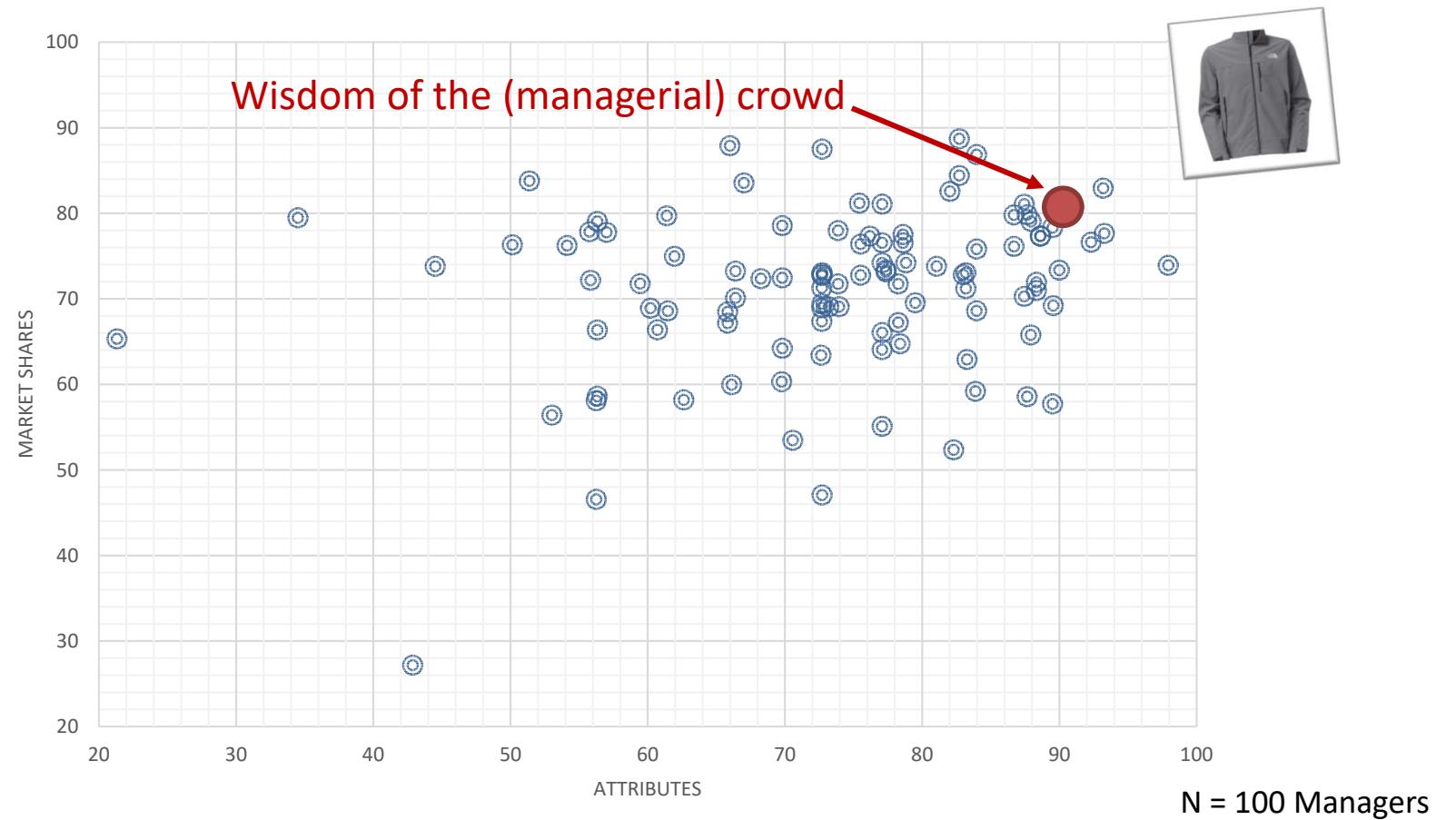
35%

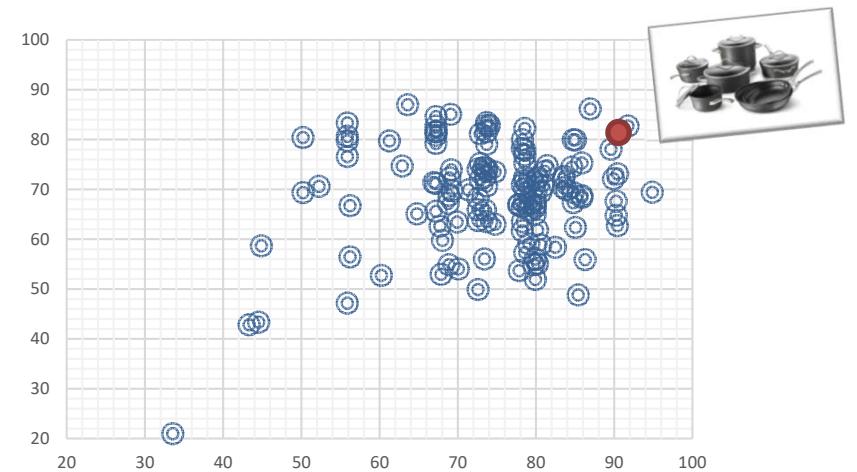
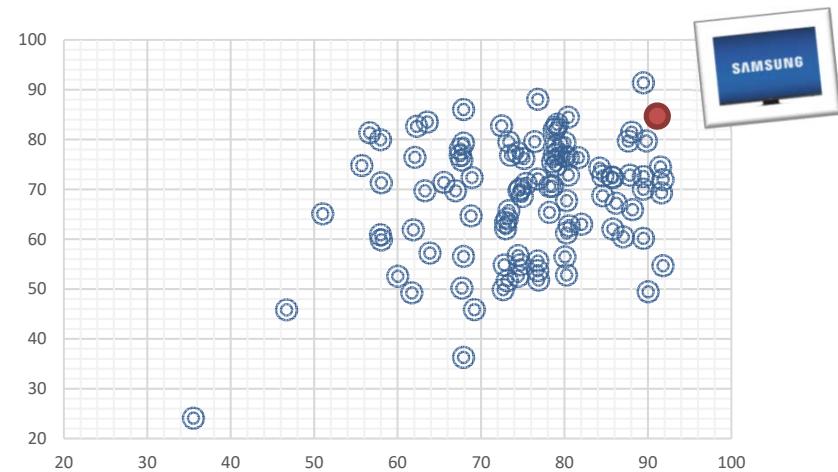
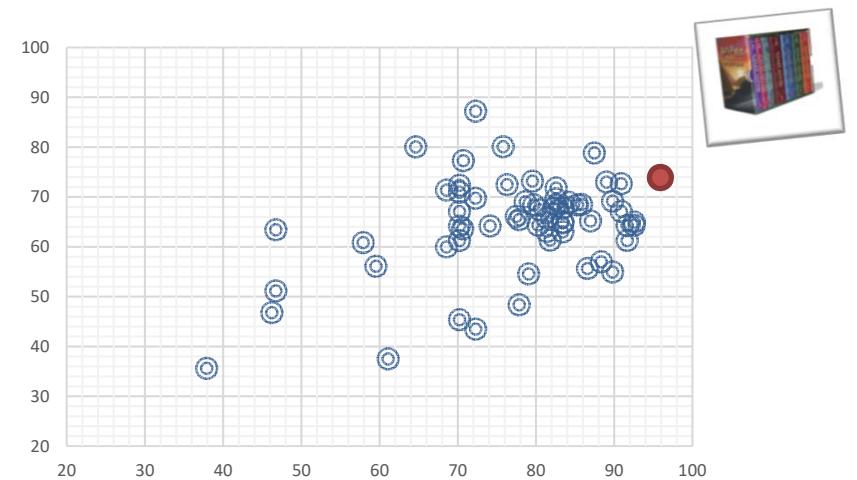
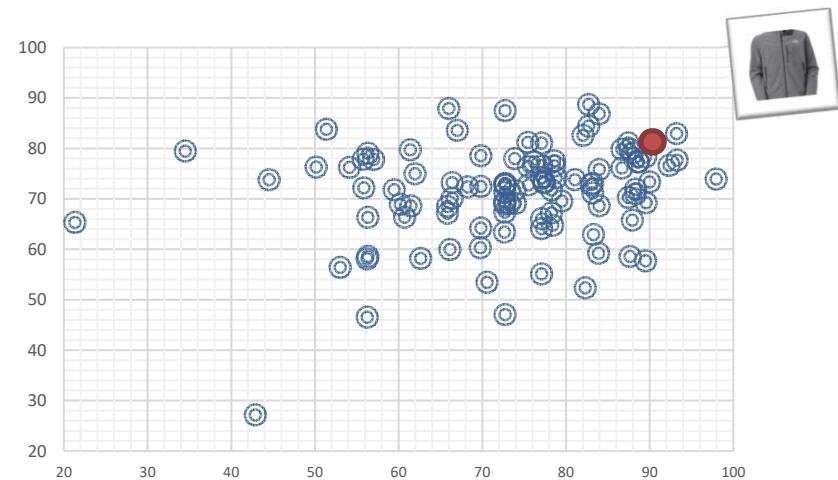


# Wisdom of the (managerial) crowd

- Knowledge
- Diversity
- Independence







# Resumen y Conclusiones