



Engage247
Empowering Store - Managers

future group
Udna hai. Aaj, Abhi.

Future Group Case Study



The Client

Today, Future Group stands tall as the largest multi-channel retailer with 8000+ stores and 26 Mi SKUs.



The Challenge

- Arrive at the ideal Localized Assortment mix and Product range (Fashion) based on what consumer want
- Distribute a digitized catalog to a large group of users (Store Managers and Store Associates), collect feedback directly from customers in a standard format



The Solution

Engage 247 provided a Digital Catalog through a mobile application prior to the season launch to gather feedback on styles, sizes, colors etc. Analyzed feedback and recommended store level localized assortments

The Results



increase in full price sell through



Reduction in Markdowns



Reduction in attrition of Sales associates by empowering and including them in the decision making process