



"CROWD MEASURES UP WITH CLARKS SHOES FOLLOWING 566 UK STORE ROLL OUT"

Smart Wi-Fi set to drive Clarks Shoes growth with 125,000 customers engaged within first few months.

With customer engagement being a priority, new buying habits in the digital age presented fresh challenges to Clarks Shoes.



As part of an omnichannel initiative, Clarks shoes were keen to embrace new technology to engage customers. Clarks initially spoke with Jade Communications to deliver in-store Wi-Fi with various mandatory capabilities across all stores. The results however delivered far more than was originally envisaged.

A PARTNER NEEDED TO ADDRESS THE CHALLENGES

Clarks had looked for a company that could advise, plan, develop and install a fully managed Wi-Fi solution. A solution that would not only work across consumer, store and staff networks but one that would add value to customers whilst providing greater engagement between retailer and customer.

With no one supplier seemingly being able to deliver the full package, the project had remained static until Clarks met with JADE to discuss the CROWD solution.

Stephen Fouser UK & ROI Director Clarks shoes commented on the decision to implement CROWD

"We engaged Jade Solutions to be our delivery partner as they could provide a fully managed solution whilst delivering phase one of the digital transformation across our stores"

TRIAL DELIVERS RESULTS

Clarks agreed to run a 25 store trial with CROWD teams providing design and selection of equipment before installing ADSL circuits, routers, switches and access points enabling the full CROWD Wi-Fi deployment. The trial proved to be a resounding success with CROWD's customer engagement and analytics providing powerful added value to the shoe retailer.

CLARKS SHOES

"I believe CROWD is a real game changer for the retail industry, simply because the solution can positively affect nearly every aspect of a retail operation"

Mark Brackley,
MD Jade Solutions

"THE FUTURE OF SMART WI-FI AND CUSTOMER ANALYTICS IS NOW IN CLARKS SHOE SHOPS"



"Understanding consumer needs is at the heart of everything we do at Clarks. The CROWD solution provided by JADE will deliver enhanced customer engagement and insight, which will in turn drive revenue."

Stephen Fouser, UK & ROI Director Clarks Shoes.



Stephen Foulser continued

"Understanding consumer needs is at the heart of everything we do at Clarks. The CROWD solution provided by JADE will deliver enhanced customer engagement and insight, which will in turn drive revenue."

The results of the trial convinced Clarks Shoes to sanction a full UK roll out of CROWD to all 566 of its stores, a project fully managed by Jade and executed over 5 months. With the wider project also focusing on providing interactive tablets for customers and staff, Jade were also responsible for managing the deployment and integration of 2000 LG tablets and the MOKI MDM platform to manage the Clarks tablet estate.

Jade Solutions Managing Director Mark Brackley was delighted with the trial and development of a CROWD partnership with Clarks Shoes.

"It was really pleasing to see the benefits CROWD delivered during the store trial and we are absolutely delighted to be working with such an iconic retailer as Clarks"

UNPRECEDENTED CUSTOMER ENGAGEMENT AND ANALYTICS

With Clarks focus on customer engagement through Wi-Fi, the solution provided actually went beyond expectations. Following the project David Mason of Clarks mentioned

"The CROWD solution provided by Jade has surpassed our expectations and is enabling us to deliver an improved consumer experience in all of our stores, driving additional revenues along with increased consumer and employee engagement"

Mark Brackley continued

"CROWD really has multiple benefits to Retailers. It can not only help improve marketing and in-store promotions, but it also enables strategic decisions by delivering unprecedented insights into customer behaviour. Ultimately CROWD delivers a more personalised engagement with customers and I think this is what sets the solution apart"

THE RESULTS

Within the first few months of completion Clarks have had over 125,000 people utilising the Wi-Fi with a high percentage agreeing to accept marketing and information. However it is in the future where even more benefits will be evident.

"One of the most appealing features about CROWD is the fact the solution is future-proof with the CROWD team constantly adding through new features through API and technology integration. Retailers see value in how the platform allows for personalised customer engagement through Wi-Fi social log in allowing unprecedented interaction with customers and their wider social network." Mark Brackley added.

Clarks have since signed a 3 year managed service contract with Jade supporting the CROWD solution which will include service desk support, 7 days a week, for both staff and consumers.



"From the delivery of a fast and efficient solution roll-out across our whole store estate through to the provision of relevant and insightful analytical data, the CROWD solution provided by Jade has surpassed our expectations and is enabling us to deliver an improved consumer experience in all of our stores, driving additional revenues along with increased consumer and employee engagement."

David Mason, Clarks



WELCOME TO CROWD

WWW.CROWDWIFI.CO.UK +01925 295400

T:01925 295400
E:wilf@crowdwifi.co.uk
www.crowdwifi.co.uk