



INTERN at NIKE INC

**STORES
MESSAGING
PILOT**

Bridging the Gap Between Physical and Digital Retail Services

Challenge

Nike's efforts to create smart, personalized experiences through digital engagement have led the company to forge strong relationships between brand and consumer organically.

However, in-store experiences lacked the same personalization and seamless connection maintained across various digital channels.

We needed a way to drive sales conversion and participation rate for Nike's in-store experiences in concert with the brand's digital efforts.

Insight

Opportunity to leverage consumer texting habits, building brand affinity through digital engagement. Key insights that informed this project:



*Nike Experts on Demand service for online retail. Both anecdotal and quantitative feedback from stakeholders utilized. Similar services within other industries were also encouraging signs which pointed to potential project success.

Solution

Stores Messaging Pilot

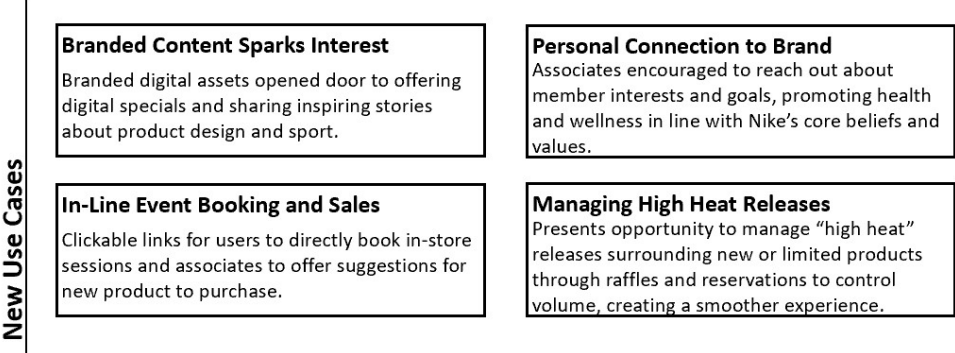
Empower associates to engage Nike+ Members digitally to provide more personalized, premium service in-stores.*

Manage partnership with 3rd party company responsible for providing centralized text messaging capability. Hold weekly feedback sessions with partners and in-store teams to gauge success of user experience (both internal and consumer-facing).

Perform data analytics to track key performance indicators, assess effectiveness, and inform new project strategies. Conduct reviews and prepare reports for stakeholders.

Align stakeholders in Nike Digital to determine best practices, business requirements, new use cases and generate branded content to drive interest for hyper-localized events and product releases. Conduct paid social media campaign to increase digital impressions.

*Two highly-trafficked storefronts participated in stores messaging pilot. This encompassed 5 associates and management per store.



Results

30% increase in conversion rate for in-store experiences.

27% increase in revenue generated from in-store experiences.

12% increase in repeat visitors to in-store experiences.

Positive qualitative response from both associates and consumers.

Exhaustive business requirements plan generated to expand program after conclusion of pilot.

Learnings from the pilot period have since been adapted to stores globally.

