



CASE STUDY

WELCOME WASHINGTON HEIGHTS

Step into Their Shoes: Designing Inclusive, Personalized Experiences with Foot Locker



FOOTLOCKER:

- 3,175 stores
- 27 countries
- Tons of customer feedback

Did you know that more than 7,000 stores in American malls closed their doors in the first three quarters of 2019?*

The world is in the middle of a retail revolution, one that requires a different way of thinking about customers, addressing their uniqueness, and where only the truly innovative survive. Global footwear giant Foot Locker has a personal mission to breathe new life into brick-and-mortar by creating personalized retail experiences designed to include and engage each of its unique customers and celebrate the communities in which they live.

Foot Locker knows the right customer experience will cement its brand into the minds of its diverse group of customers, from seasonal shoppers to sneakerheads to customers with disabilities. In a world increasingly driven by online retail and impersonal transactions, the global brand wants to truly know its customers—using their feedback to create lasting memories and seamless transactions.



Data, Data Everywhere

It was a challenge most retailers can relate to.

Foot Locker had loads of data that gave important insights into customer behavior, but it was coming from so many different sources that it was hard to see the “big picture.” Teaming up with InMoment, Foot Locker was able to consolidate all of its Voice of Customer programs and other operational data into one platform, giving it the insights needed to create a unique experience for every guest.

BENEFITS OF CONSOLIDATING DATA WITH INMOMENT

- Foot Locker can see all feedback data in one place
- More seamless issue resolution
- Cut customer listening costs
- Curate a personalized in-store, online, and feedback experience for every guest

Identifying the “Other”

With data in one place, Foot Locker was able to identify its key customer types: Power shoppers (in and out),

sneakerheads, and seasonal shoppers. And there was the fourth category—that mysterious monolith called “other.”

Who are they? What are their goals? Limitations? How could Foot Locker provide a meaningful and inclusive experience for them?

Armed with actionable intelligence from InMoment and its own customer research, the global retail leader found “the other” category consisted of elderly customers, guests with disabilities, non-sneakerheads, and customers with very diverse interests. With a comprehensive customer listening strategy combined with other data, Foot Locker was able to identify the typical customer journey (in-store, online, feedback experience), and designed customized experiences for guests at each touchpoint.

WHO IS THE “OTHER”?

- Elderly customers
- Guests with disabilities
- Non-sneakerheads
- Customers with diverse interests



Who wouldn't want a pair of kicks that

celebrate their hometown?



So Much MORE In-Store

To transform and personalize the in-store experience for everyone from sneakerhead to browser to impulse buyer, Foot Locker created the Power Store.

Each Foot Locker Power Store provides an attractive, cutting edge in-store experience, featuring lockers where shoppers can pick up their online orders and a space to showcase local apparel, designers, and artists. The stores feature wall art from local artists and bring in local barbers to give haircuts to customers. Each power store is a celebration of the neighborhood culture. For example, the Detroit Power Store features city-specific products like the Nike Air Force One Detroit Home.

Brand Connection

A new and unique part of the Power Store experience is Foot Locker's partnership with Nike to create personalized and seamless in-store transactions. At the Washington Heights store, Nike and Foot Locker lets shoppers in on new releases early through Nike's "Shoecase" as well as the "unlock box"—a vending machine where guests can get free, limited edition items.

It's not just a shoe shopping trip. Foot Locker strives to create the world's most immersive sneaker experience for everyone who walks through the door.

- POWER STORES: In-store experience personalized to local culture
- Something for everybody
- Partnership with Nike expands customer base
- Immersive experience encourages in-store visits

Nomadic Retail

Foot Locker is literally meeting customers where they are.

Using customer feedback data and implementing the principle of nomadic retail, Foot Locker is setting up pop-up stores in local neighborhoods, or at big events like the NBA All-Star game, engaging directly with both longtime and potential customers.



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Staying “Woke” on the Web

Many of Foot Locker’s customers use its internet retail store as a way to further research products they’ve browsed in-store, or as the first touchpoint of business. The brand wanted to make all customers feel included online, featuring plus-size models and creating web series celebrating gender and sexual identity equality. For example, Foot Locker now has a female referee featured on one of its iconic “striper” logos. In conjunction, the company launched a web series celebrating young female athletes and their accomplishments on and off the field.

This show of social consciousness has generated positive social media feedback for the brand.

Refurbishing Feedback

With InMoment’s Video Feedback and Image Upload features, customers were able to more quickly and easily tell Foot Locker about their experiences, resulting in faster and more impactful issue resolutions.

For example, the Image Upload feature allowed customers who received mail orders with crumpled or damaged boxes

- **Foot Locker wanted to make providing feedback more interactive**
- **Video Feedback allows retailer to see customers’ emotions, body language**
- **Image Upload allows customers to tell a visual story about their experience**

to show Foot Locker what the issue was, so that the retailer could more effectively take action to correct it.

Recently, a young man with cerebral palsy was unable to find shoes that fit over his braces. After finally finding footwear that fit at one of Foot Locker’s retailers, the customer was so satisfied he used Image Upload to share a picture of his new kicks with the company, showing them how grateful he was to have found brand-name shoes that made him feel more confident.

In response to this feedback, Foot Locker reached out to him directly and sent him a gift card to get another pair! The boy’s mother then sang Foot Locker’s praises on Facebook, reminding everyone to “fill out those surveys...someone is listening!”

If the Shoe Fits, Wear It: Embracing Changing Times

In this new “experience economy,” Foot Locker is leading the way in providing a meaningful experience for everyone. As a result of its dedication to customers, Foot Locker remains No. 4 on Forbes’ most engaged companies list, and enjoys an OSAT score of 84.4%—up six points since September 2018.

Foot Locker knew it was time to revamp the shoe-buying experience—so it acted, instead of being acted upon by a changing retail world.

Case studies are illustrative only and do not imply an endorsement of any particular product or service. Each customer’s situation is unique and results will vary.

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