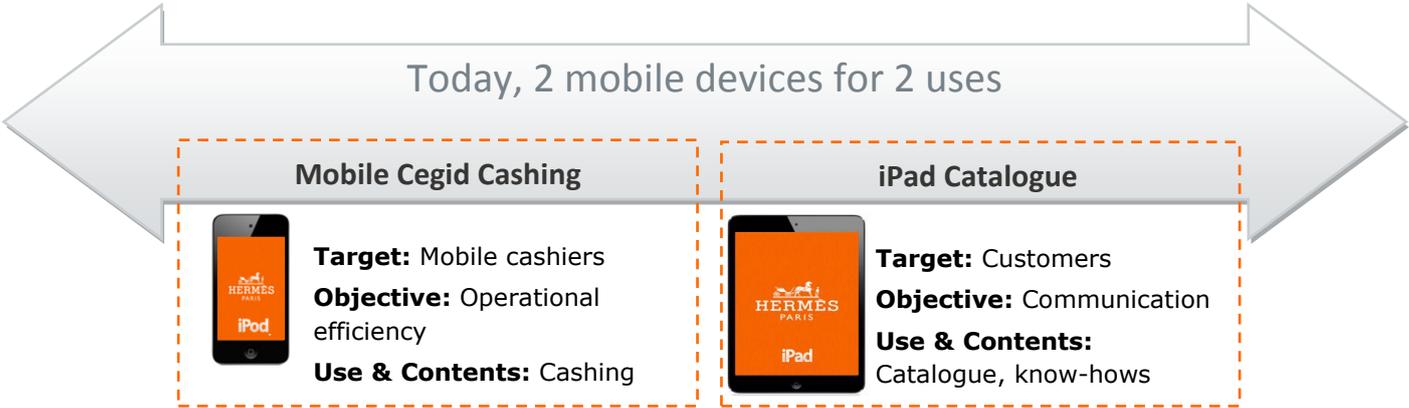


# Store e-book

## I. CONTEXT

This project fits into the aim of developing mobility in stores according to different uses:



## II. STORE E-BOOK – PROJECT CONCEPTS

A new use was identified to fill the need to empower Hermès **sales assistants** with a tool that will enrich their customer relationship building.



**Store e-book**

**Target:** Sales assistants  
**Objective:** Service quality  
**Use & Contents:** Inventory availability, customers information

The store e-book will bring all sales aid tools together on a personal digital format.

Combined with excellent skills of Hermès’ sales assistants, it will offer to stores the opportunity to enhance customer service quality and increase efficiency.

The application will be available on two devices: iPad mini and iPod, so sales assistants can choose their favorite one.

It will be possible to install all available iPad applications on this device.

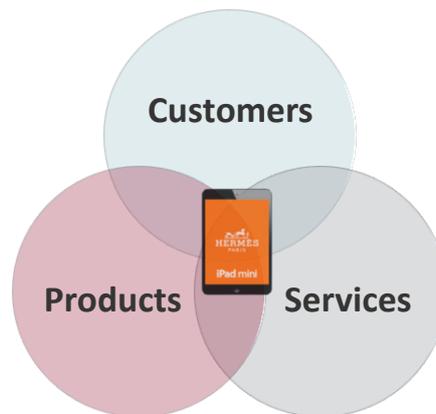
## III. OUR GUIDELINES

A personal companion	A tool to help sales assistants
Application easy to use	An intuitive user interface
Only useful information in few screens	Fast searches for an effective use

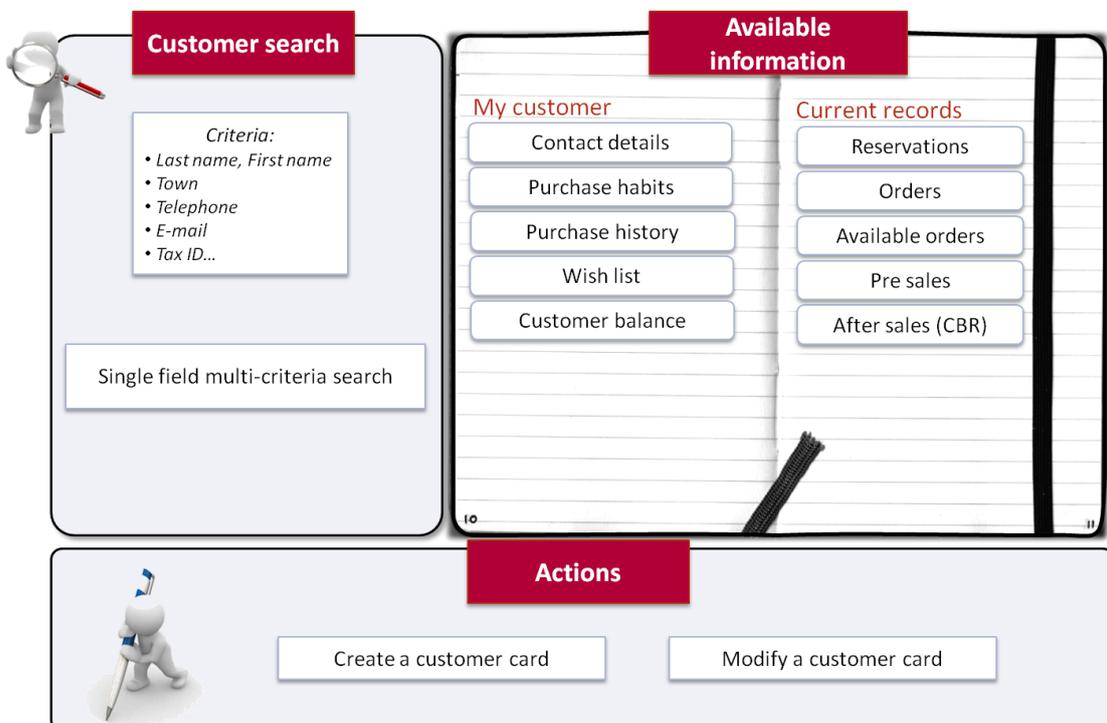
## IV. MAIN FUNCTIONALITIES

All contents and functionalities revolve around 3 universes: customers, products and services.

- The universe of **customers** gives sales assistants an immediate customer overview in one screen.
- The universe of **products** mainly contains real time availability and basic information.
- The universe of **services** gathers together productivity and communication tools.



### Customers



## Products

**Product search**

Criteria:

- Bar code / Serial number
- Wording
- Family / Generic style
- Collection
- Main color / Material
- Size
- Retail Price
- Available in stock

Bar-code scanning

Catalogue display

Single field multi-criteria search

Advanced search: One field per criterion

**Available information**

**General information**

Reference + Description

Color + Size

Retail price

Price in other currencies

Item Attributes

**Stock availability**

Current store

Other stores

Hermès.com

Other sizes and colors

**Illustrations**

Generic style

Different colors

**Actions**

Select a product  
(make a pre sale, a sale, a reservation, place an order...)

## Services

**My activity**

Making notes

My calendar

Sales ass. business situation

Department business situation

Store business situation

**My library**

Merchant guide

**My communication tools**

Email

Browsing Hermès.com

Browsing ToileH

**My selling tools**

Make a pre sale

Make a reservation

Initiate an after sale file

Make a sale

Place an order

## V. KEY USERS ROLE

The store e-book will be deployed in three pilot stores in USA, UK and Hong Kong.

Key users are:



Their role will be great value for the project to ensure that we remain close to field operations.

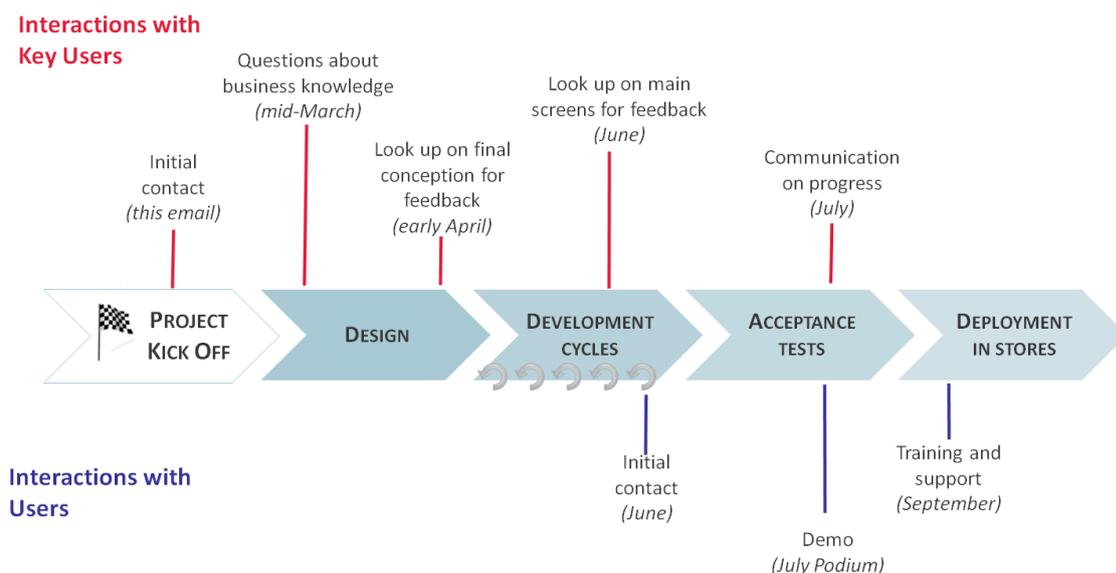
The current workgroup will:

- Bring a functional expertise on retail processes
- Share expectations of stores
- Be the communication representative to sales assistants

Project will be delivered after four main stages:

- Design - ergonomics, design of screens, business rules definition...
- Development - technical build of the application
- Acceptance - technical and functional testing
- Deployment

Here are the main interactions:



Unfortunately time zones difference does not allow having everyone in a single conf call. Every interaction has to be duplicated but minutes will be shared to ensure consistency.

## VI. FIRST CONF CALL PREPARATION

To prepare the first work conference call, here are the main questions we would like to discuss:

### Customers

- What are the key pieces of information sales assistants need in front of the customer?

### Products

- The store e-book will provide a product search. What are the main criteria sales assistants need to get relevant results? Is it a search by generic style, by size, by color...?
- What are the key pieces of information on the product sales assistant need (fabrics, gemstones details...)?

### Services

- Which figures on sales would sales assistants be interested in?

### Processes

- What is the current process for after sales in store?
- What is the current process of creation of a customer card?
- At which stage of sale can a customer be identified?
- What is the current process of making a reservation/order?

## VII. PROJECT TEAM CONTACTS

Main contacts will be:

- David LION - Functional leader (Nathalie FAURE's team)  
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