



CASE STUDY

# Retail & COVID: High-touch experiences in a touchless world



The safety of our customers and employees was our top priority. Medallia Digital gave us the agility and flexibility to design a program that met all safety criteria while still delivering a seamless, personalized experience. It was a game-changer.

**Kelly Helthall**

Vice President of Digital Product, Tailored Brands

**Medallia**

## SUMMARY

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Using Medallia tools for digital transformation, Tailored Brands is now able to:

- Get clear and timely customer feedback through web channels and from in-store services
- Give Tailored Brands a holistic view of the customer journey
- Refine the steps of a multi-stage sales process, creating better continuity across touchpoints
- Raise employee engagement in-store interactions, for better customer satisfaction
- Deliver value-added services while conforming to health policies

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COVID-19 changed everything about what consumers expected in a retail shopping experience, from demand for in-store safety measures, to the ability to have more seamless multi-channel journeys when the lines between digital and physical interactions are blurred and overlap. Leveraging Medallia Digital survey tools, Tailored Brands was able to understand this consumer shift in real-time and quickly iterate on new digital experiences such as Buy Online, Pick Up In-Store, Curbside Pick-up, and Touchless Measurements that met this new demand while maintaining their same level of personalized services.

## Intro

Tailored Brands, Inc. is a leading specialty retailer of menswear, including suits, formalwear, sportswear and a broad selection of business casual offerings. Its brands include Men's Wearhouse, Jos. A. Bank, Moores and K&G Fashion Superstore, which offers merchandise for the entire family. Tailored Brands helps customers look and feel their best for the moments that matter by delivering personalized products and services through a convenient network of stores and e-commerce sites. Tailored Brands delivers a convenient and modern shopping experience by combining multiple omnichannel options such as hands-free fit technology, BOPIS (Buy Online, Pick Up In-Store), curbside pickup, appointment booking and contactless payment with incomparable in-store service and expertise.

## Problem

Like many customer-focused retailers, Tailored Brands has multiple touchpoints with customers before the sale is complete. Typically, customers visit Tailored Brands' websites to window shop, then go to stores to try on the clothes, and finally take advantage of the custom tailoring and stylist recommendations to round out their new look.

This multi-step process was not seamless, however; there was a gap between the web and store experiences, making it difficult for Tailored Brands to get a view of the customer's journey from beginning to end. When COVID-19 hit, it was imperative to fill that gap, so customers could interact with merchandise and store employees in a safe and satisfying way.

Tailored Brands launched an initiative to make the buying experience in stores better, offering:

- Buy Online & Pick Up In-store
- Touchless measurements for easy sizing and alterations

It quickly became evident, however, that the tools Tailored Brands was using were not up to the task.

What Tailored Brands needed was a platform that could give it a holistic view of the customers' activities – across web properties and roughly 1,000 brick and mortar stores. The goal was to make it faster and easier to find the right products and get fulfillment in a nearby store without any hiccups.

## Solution

Tailored Brands chose Medallia Digital to help organize its sales processes and bridge the gap between online browsing and in-person interactions and transactions. With more powerful and intuitive tools, store employees were able to set up a feedback loop quickly to gather better data about customer experiences.

Medallia Digital is a cloud-based service that can capture nuanced customer feedback and use survey results to create better engagement between customers and store employees. Over time, the Medallia tools can create a more personalized experience online, for every customer.

Deployment was fast and easy. "We were already using Medallia's Contact Center Suite, so it was really easy to bring on another channel," said Kelly Helthall, Vice President of Digital Product at Tailored Brands. "It was up and running really quickly, in a few months."

### New Survey Capabilities

To quickly bridge the gap, Tailored Brands rolled out a series of traditional surveys to its websites, such as:

- an always-on link where customers can submit feedback

- a general intercept if a visitor has been on the pages too long
- a cart abandonment survey
- a post-purchase survey

Once the new technology capabilities were put in place, Tailored Brands' ecommerce and retail teams were able to survey customers about existing services, as well as uncover new expectations that they had about how the new services were working.

## Outcome

### Touchless Measurements

During the height of the pandemic, many consumers were uncomfortable shopping in stores due to the difficulty in being able to safely socially-distance themselves.

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Tailored Brands partnered with an industry-leader in fit technology to expand their successful online fitting experience together into the in-store experience. The technology determined a customer's sizes with advanced machine learning and AI to accurately predict their body measurements, without any need for physical touch or tape measures. To verify how well the experience was working for both customers and store associates, Tailored Brands used Medallia surveys to collect feedback after each use. The feedback helped make critical

**Medallia is our source of truth when it comes to our customers. The feedback we receive helps us meet and exceed customer expectations, day in and day out.**

**Thanks to Medallia Digital, we continue to curate the highly personalized experiences Tailored Brands is known for, while maintaining the safety of both our employees and customers. Medallia was a trusted partner for our employees and customers throughout the pandemic.”**

Kelly Helthall  
Vice President of Digital Product

adjustments and fine-tunings to both the experience and measurement prediction accuracy, giving Tailored Brands the confidence needed for a successful national rollout.

### **Flexible Store Pickups**

With Medallia’s survey tools at their disposal, Tailored Brands’ retail and web teams started getting actionable feedback from their customers for the first time. A Medallia survey uncovered that customers wanted the ability to buy online and pickup their items at a store, as well as the option for curbside pickup once they arrived, so that they could limit their time indoors. To make that work, Tailored Brands invested in a new process, connecting with customers by phone whenever a customer arrived in the parking lot. Based on survey feedback, Tailored Brands also invested in associate training, to ensure that customers were satisfied with the new systems and services—for example, that all customers were being greeted promptly, given the right order, and that the process went smoothly.

### **Tailoring The Path Forward**

Since the deployment of Medallia Digital three years ago, Tailored Brands has grown revenue and ramped up on popular new services that let people shop online without compromising their health. Today, Tailored Brands is listening to and learning from its customers while continuing to make in-store services more personalized and seamless. Now, store associates are highly focused on the customer and able to catch and respond to problems in real time.

### **About Us**

Medallia is the pioneer and market leader in Experience Management. Medallia’s award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. [Medallia.com](https://www.medallia.com)