

# Bring Social Shopping into your retail shop

To buy, or not to buy? Sometimes you just need a friend's advice.



"Mirror, Mirror on the wall, do I look fabulous in this dress?"



Best friend,  
"It suits your green shoes."



Boyfriend,  
"You look fantastic in it!"



Sister,  
"This is perfect for tonight's dinner."

In his bestselling 1999 book, *Why We Buy*, Paco Underhill, who pioneered the study of retail anthropology, underscores the importance of the dressing room - a retail space where, on average, a shopper spends 3.5 very important minutes. "There are more sales lost in the dressing room than perhaps in any other place in the context of the store," says Mr Underhill.

Although a lot of people shop alone, many like having a friend along for company or to offer a second or third opinion. "I usually go shopping by myself, but when you're thinking of purchasing a high-price-tag item, you definitely want someone else's opinion. The staff might comment but it is difficult to be sure because you know they are trying to sell you the item."

Magic Mirror by RetailCam is an exciting new way of using technology to create a 'social shopping' environment by creating a live video link between shoppers and their friends via the Internet. A camera placed behind one of the shop's existing mirrors transmits live video to the shopper's selected audience. Through their mobile phone, the shopper and their friend can then discuss and make purchasing decisions based on the images seen.

The competition to get consumers' attentions is getting fiercer. The more time consumers spent in front of the mirror with their friends, the more likely they would make a purchase. Magic Mirror is an innovative new way for retailers to differentiate their shopping experience and increase the conversion rate from dressing room to cashier.

# Magic Mirror

By **RetailCam**

## Benefits to retailers

Shoppers often need emotional support when they are making a purchase decision. They may love an item but feel guilty about the price, or perhaps worry if others will like it as much as they do. Sales staff can provide encouragement or expert opinion regarding fit, for example, however it is the view of friends or family which really matters. And without that crucial second opinion, it is easy for the shopper to abandon the purchase altogether saying: "Let me think about it first...."

Research proves that shoppers are more likely to purchase clothes when shopping with their friends and family. Which means that no matter how good your sales staff, no one can do a better sales job than enthusiastic friends.

- ★ Increased conversion from changing room to cashier
- ★ An exciting new service to attract new customers and increase sales
- ★ Build brand loyalty
- ★ Reduce refunds

## How does it work?

Experiencing the Magic Mirror is as simple as using a public phone booth. A hassle free and reliable service, the Magic Mirror appeals to shoppers of all categories and age groups.

- 1 A camera is installed behind the mirror which captures images of each shopper from a mirror view point.
- 2 Each shopper uses a touch-screen computer next to the mirror to request their unique session password. This temporary password appears instantly and is only valid for the duration of the shopper's session.
- 3 The shopper forwards the password to their friends via an email or SMS using the touch screen computer, or via their own mobile phone handset.
- 4 Friends and family use the password to log on to the secure viewing area within the retailer's own website. Live images of the shopper are then instantly accessible.
- 5 The shopper and friend can then comment or make suggestions for coordinating items using their own mobile phones, either through voice call or SMS.

## Equipment and Cost

The complete system includes the following:

- Design and installation, reusing existing in-store mirror and fittings. Please note that Magic Mirror does not alter store fittings and layout, and it does not take up valuable store floor space.
- Touch screen computer located next to the mirror, which allows shoppers to retrieve their password and forward it via SMS or email.
- A high quality camera is placed behind one of the shop's existing mirrors, so it does not alter the 'look' of your shop.
- Video server (located at the store) to convert the camera images into a digital video format which can be encrypted and then transmitted over the Internet.
- Networking equipment to connect to our secure central server.
- Central web-server hosting at our site – to provide retailer's own branded login web-space.

\* may vary depending on individual shop's requirements.



Boyfriend,  
"You look  
gorgeous in it!"

Sister,  
"I think the  
green one  
suits you  
better."

For more information:

# RetailCam

Tel: +44(0)1344 751 688

Web: [www.retailcam.co.uk](http://www.retailcam.co.uk)

Email: [info@retailcam.co.uk](mailto:info@retailcam.co.uk)