

Myrio Solution - sell more & faster, with style

BOOST SALES • MAXIMIZE CROSS & UP SELL • VALUABLE CUSTOMER DATA • INCREASE CUSTOMER SATISFACTION • CREATE TRUST IN YOUR BRAND • SOLVE CUSTOMER NEEDS

Myrio Solution

More than digital stylist

Based on item's label reading the Myrio software solution offers smart matching suggestions for outfit combinations and accessories providing a regular update of items, combinations and quantities. Myrio is the right solution for mono or multi brand retail stores, department stores and wholesale. It offers a combination of in-store, mobile and web applications providing integrated customer centric service.

Integrated in-store, web and mobile shopping solution



IN STORE SOLUTION

Deployed on touch screens in fitting rooms or lounge areas



MOBILE SOLUTION

Fashion on demand wherever and whenever



WEB SOLUTION

Personalized fashion & matching at glance



WHY MYRIO

Fashion merchandise is not visible • Matching merchandise is not noticed • Customers are not able to match items • Sales boost is focused more online • Customers are indecisive • Customers prefer privacy in browsing • Limited sales personnel involvement • Existing missed opportunities

ADDED VALUE FOR RETAILERS

Directly BOOST up & cross sell • INCREASE merchandise VISIBILITY • FAST RESPONSE to customers' needs • ENHANCE EFFICIENCY of sales personnel • Reduce OPEX through targeted ordering • Generate valuable PRESALES DATA • Build INNOVATIVE image • DIFFERENTIATE yourself

ADDED VALUE FOR SHOPPERS

FEEL GOOD & CONFIDENT about choices • FIND and MATCH garments IN-STORE • Personal STYLING experience • UNIQUE and FUN shopping experience • PRIVACY in browsing and choosing items PREVIEW collections • ORDER fashion garments IN ADVANCE • Customers' COMMUNITY network

FEATURES

Direct control of sales targets and product mix • Fashion studio configurator • Personalized suggesting of matching combinations • Smart suggesting of similar merchandise • 360 view of merchandise • Efficient interaction with sales personnel • Integration with mobile loyalty system • Complete customers' data • Customers' 3D models with key measures • Data flow monitoring, statistics and reporting • Internal ordering system add-on • Product lifecycle management add-on