



**QWASI**  
Innovation Realized™



# QWASI TECHNOLOGY SELECTED BY VANS TO ACTIVATE SHOPPING EXPERIENCES WITH DIGITAL SHOE CUSTOMIZATION SOLUTIONS

*QWASI IS PROUD TO PARTNER WITH VANS TO ELEVATE THE CUSTOMER EXPERIENCE WITH NFC-ENABLED, IN-STORE, DISPLAYS TO PREVIEW PRODUCT DETAILS AND BUILD CUSTOM SHOES.*



## CHALLENGE

*Providing customers with opportunities to engage with unique mobile branded experiences, both in-store and ecommerce.*

Shopping behaviors have evolved and more and more customers are utilizing a brand's ecommerce and mobile options than ever before. Vans was looking to leverage this trend by offering new opportunities across a variety of channels to encourage more customer engagement and loyalty at the store.



"We're expanding the next generation of direct-to-consumer. Direct-to-consumer powers Vans' growth and builds our brand in a myriad of ways: awareness, affinity, aspiration, sales, productivity and profitability. The direct-to-consumer business is a strategic enabler. Vans' retail stores are brand icons."

**DAVID THEISS**

VP OF DIRECT TO CONSUMER



## SOLUTION

*Giving customers the ability to utilize BOPIS for more efficient ordering and receive loyalty SMS communication for offers.*

QWASI's activation allowed Vans customers to use their mobile devices to tap on displays from inside the store to preview product details and build their own custom shoes. These mobile eCommerce purchases made in the store are credited at a later date to the retail locations as the initial source of engagement.





67%

of consumers say it's important for brands to automatically adjust their content based on their current context for a real-time personalized experience.

ADOBE

55%

of marketers say the top benefit of personalization is increased visitor engagement and improved customer experience.

EVERGAGE

79%

of retailers are investing in personalization, the most of any industry, with 51% of marketers saying that personalization is their top priority.

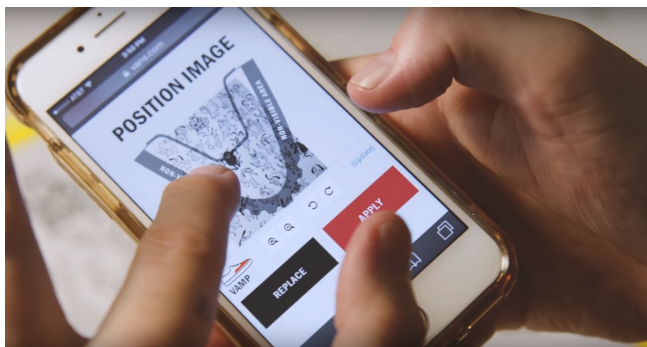
FORBES

## RESULTS



- +Promotion of interactive customer experiences*
- +Mobile solutions for ecommerce and online ordering*
- +Opportunities for customization and personalization*

QWASI TECHNOLOGY'S activation allows Vans Corporate to see product-specific data across all channels to better assess customer behavior inside store locations. Additionally, local store managers are alerted when someone engages digitally with a product, enabling them to better assist customers. These experiences will not only create new opportunities for the brand to personalize offerings, but will also drive customer ordering, retention, and engagement.



## ABOUT

QWASI is the software leader in Mobile Innovation, creating Smart Spaces and building COVID-safe, touch-free experiences for leading brands across Hospitality, Travel, Sports, Entertainment, Retail, CPG, Healthcare, Pharma, Education, and the Government Sector.

