Pain Points through the Customer Journey

Lane Bryant 2022 Interns

LANE BRYANT INTERNS CLASS OF 2022

Jacob Brooks
Cacique Allocation
Intern

Elaina Fasanelli
LB Merchandising
Intern

Katy McClure
LB Technical Design
Intern

Taylor Paine
Cacique Merchandising
Intern

Skylar Rice
Cacique Design
Intern

Anna Roth
LB NY Office
Design Intern

Maddie Schmidt
Cacique Technical
Design Intern
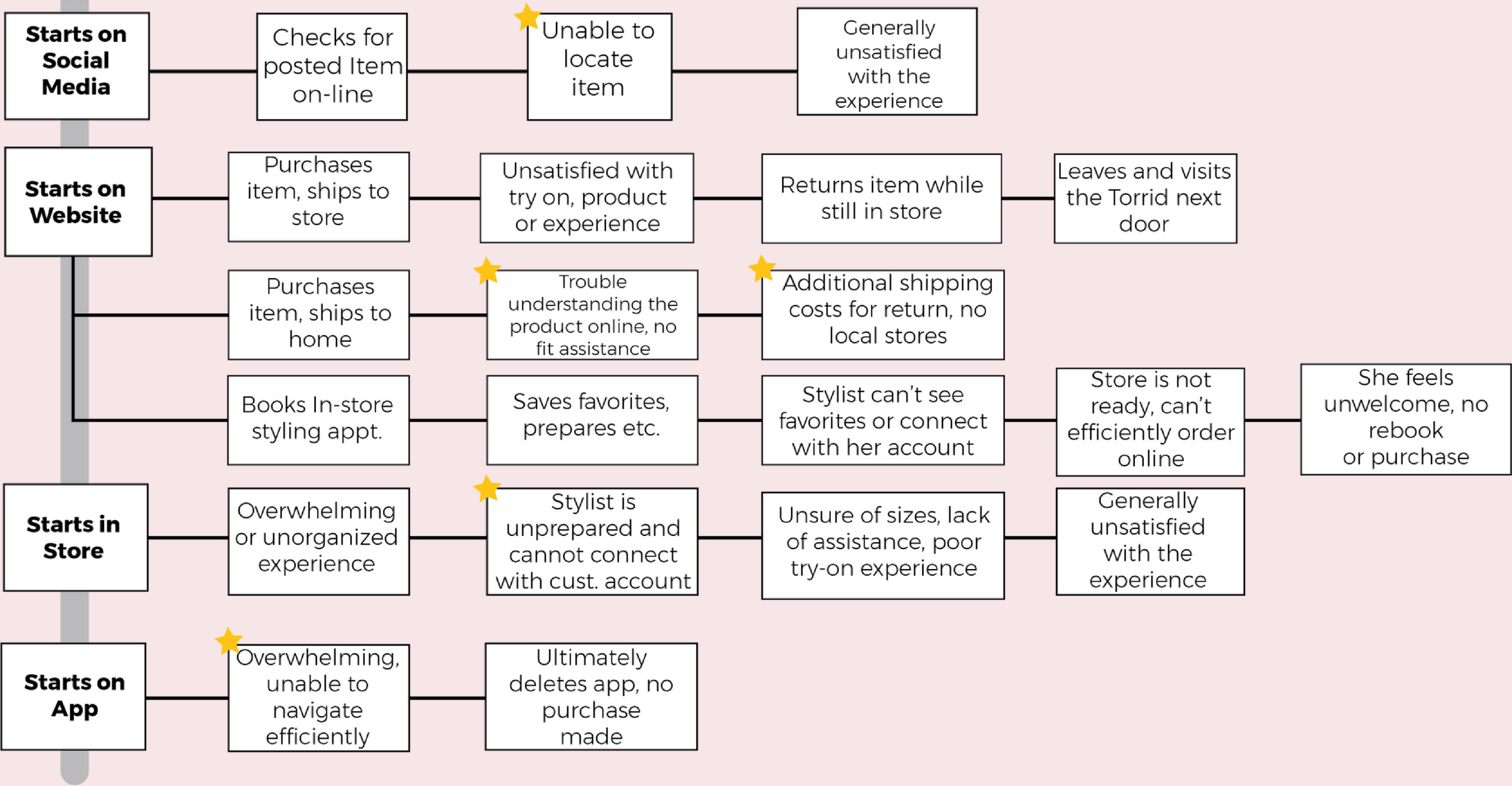
Daniela Wainfor
LB Apparel Sourcing
Intern

AGENDA

WORST CASE SCENARIO JOURNEY

Starts on Social Media → Checks for posted Item on-line → ★ Unable to locate item → Generally unsatisfied with the experience

Starts on Website → Purchases item, ships to store → Unsatisfied with try on, product or experience → Returns item while still in store → Leaves and visits the Torrid next door

Purchases item, ships to home → ★ Trouble understanding the product online, no fit assistance → ★ Additional shipping costs for return, no local stores

Books In-store styling appt. → Saves favorites, prepares etc. → Stylist can't see favorites or connect with her account → Store is not ready, can't efficiently order online → She feels unwelcome, no rebook or purchase

Starts in Store → Overwhelming or unorganized experience → ★ Stylist is unprepared and cannot connect with cust. account → Unsure of sizes, lack of assistance, poor try-on experience → Generally unsatisfied with the experience

Starts on App → ★ Overwhelming, unable to navigate efficiently → Ultimately deletes app, no purchase made

SOCIAL MEDIA

Starts on Social Media — Checks for posted Item on-line — Unable to locate item — Generally unsatisfied with the experience

SOCIAL MEDIA

72%

of users make purchase decisions based on **Instagram content**

22%

Younger consumers are **22%** more likely to stop following a brand online due to lack of innovative, authentic content.

72%

of consumers are active on some form of social media for **>1 hour** per day
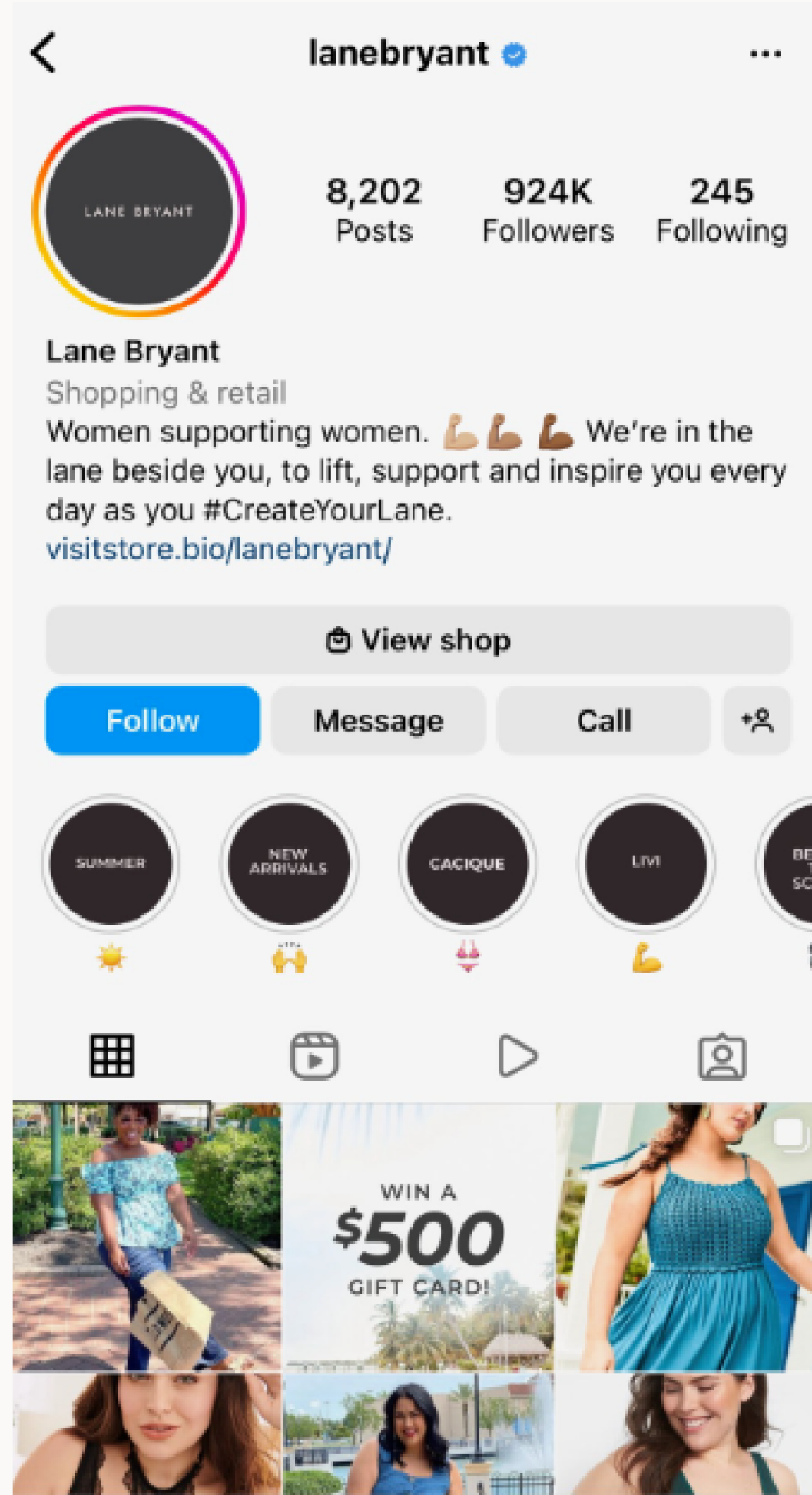
06

*PEWRESEARCH & FORBES
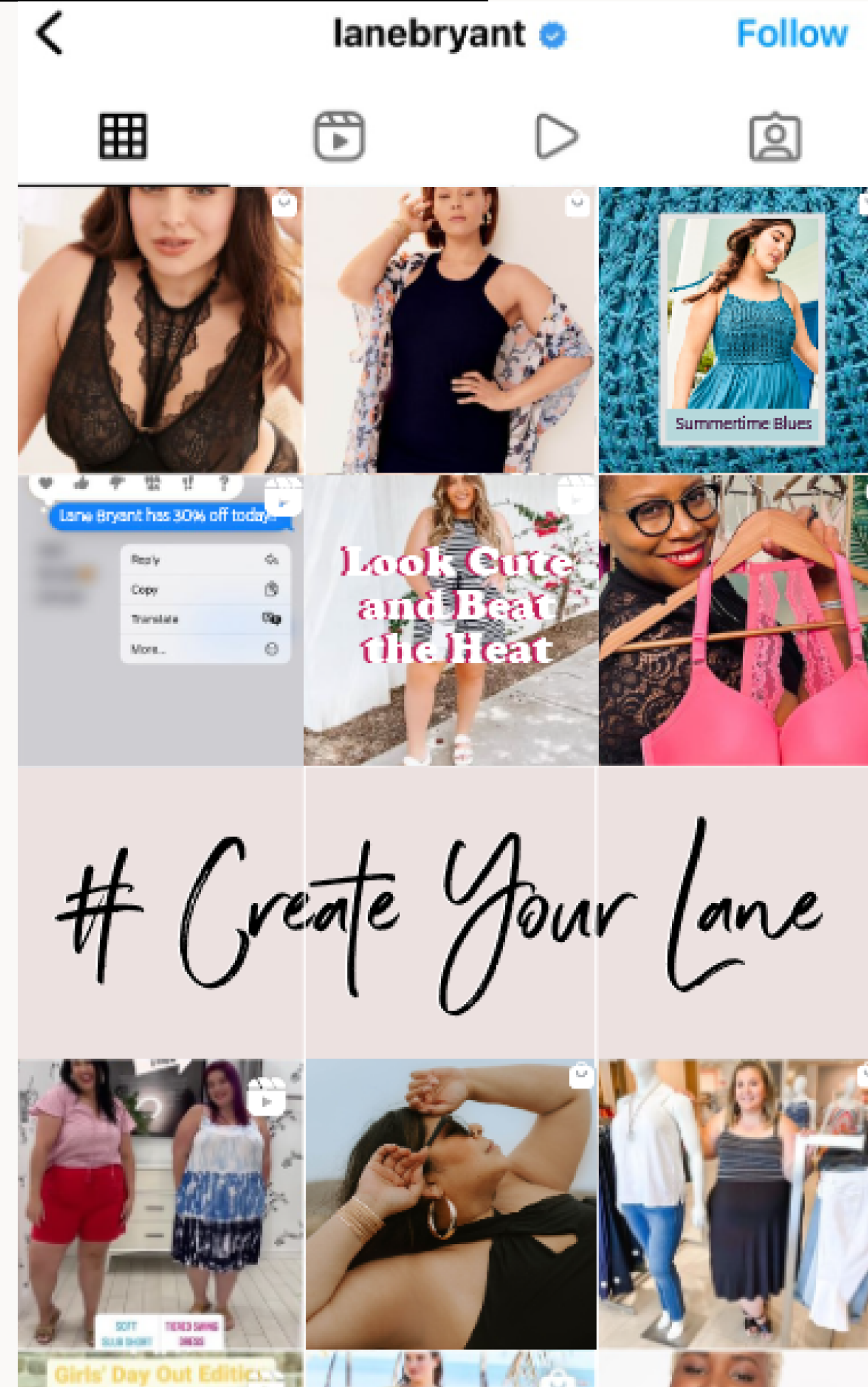
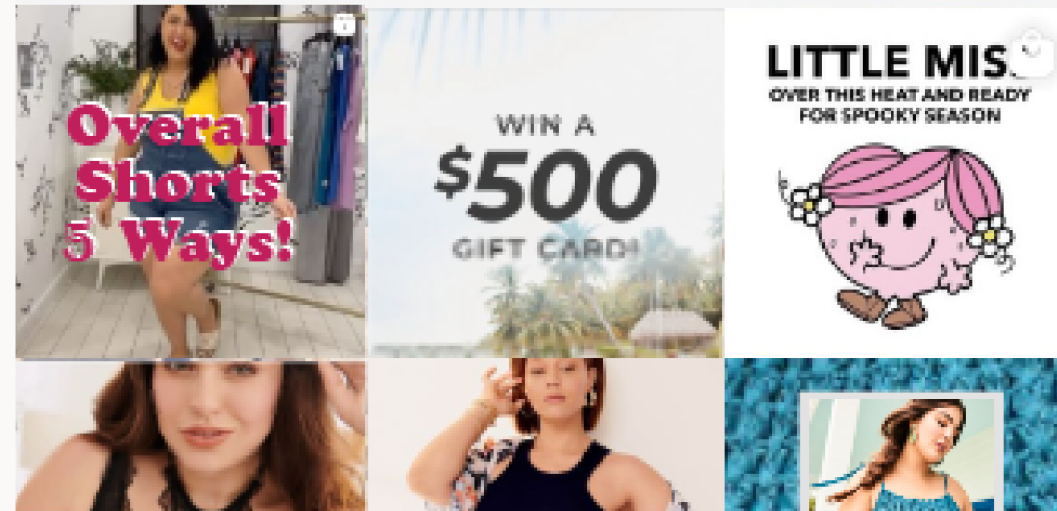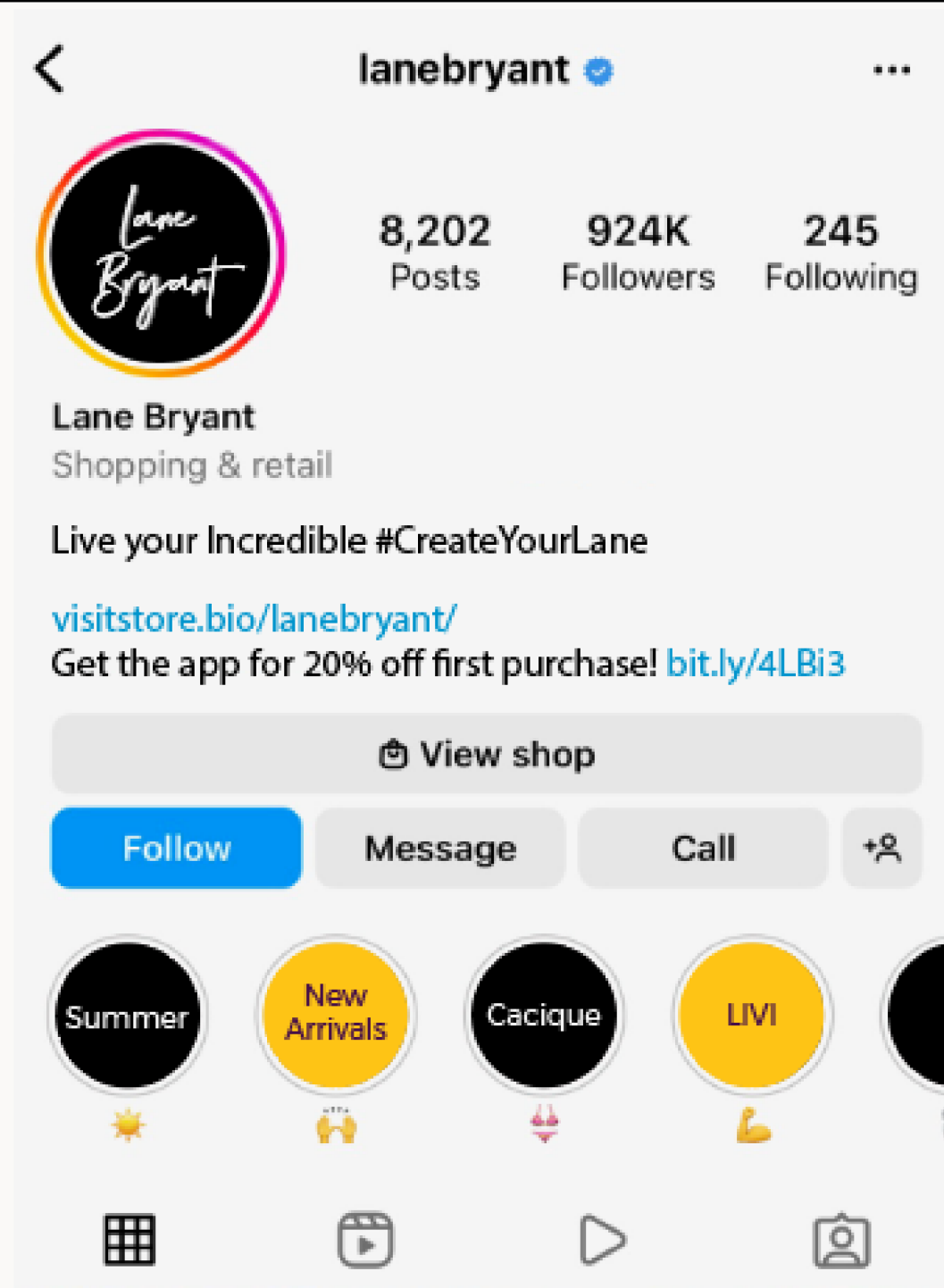# SOCIAL MEDIA: FUNCTIONALITY

SOCIAL MEDIA: FUNCTIONALITY
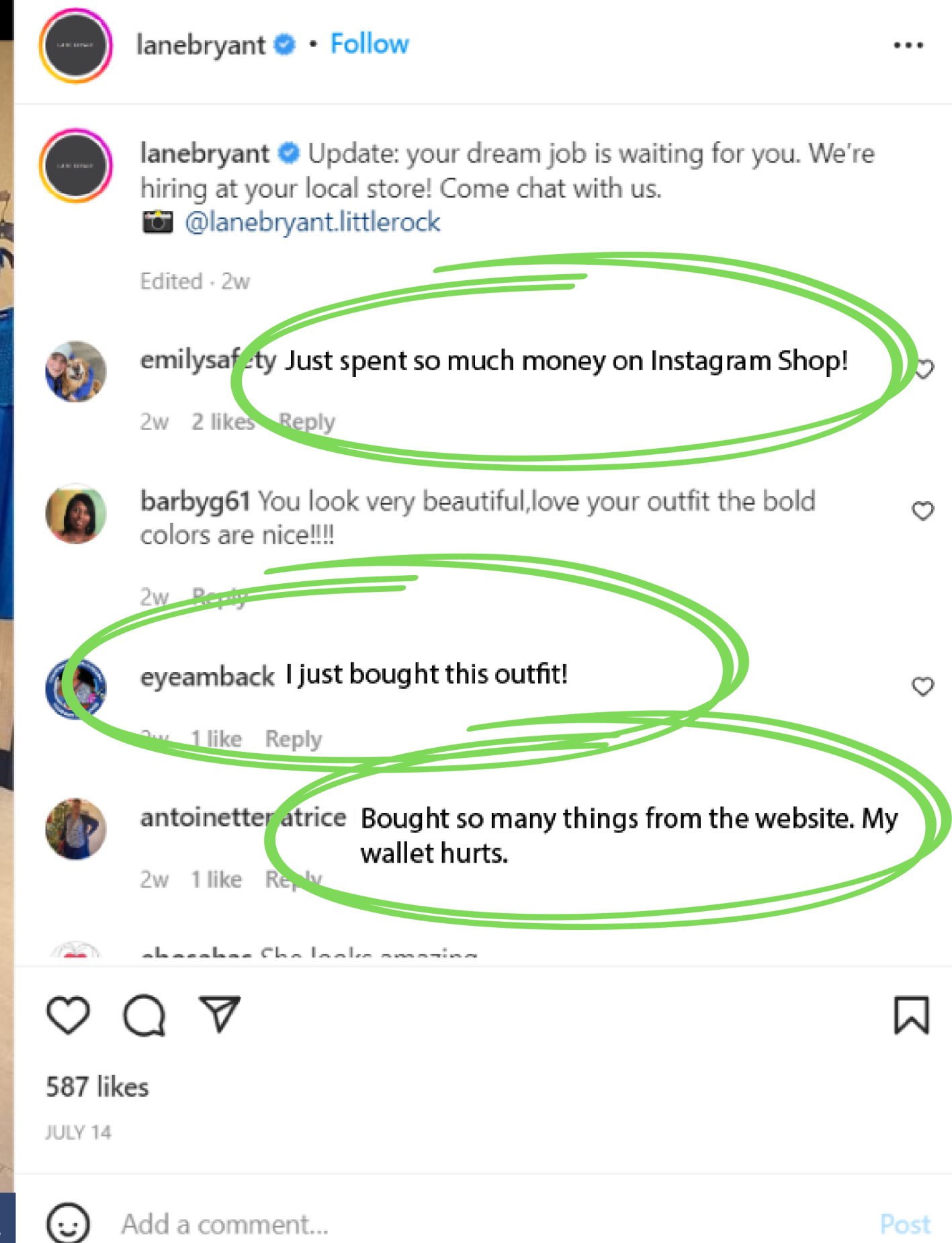
SOCIAL MEDIA: AUTHENTICITY
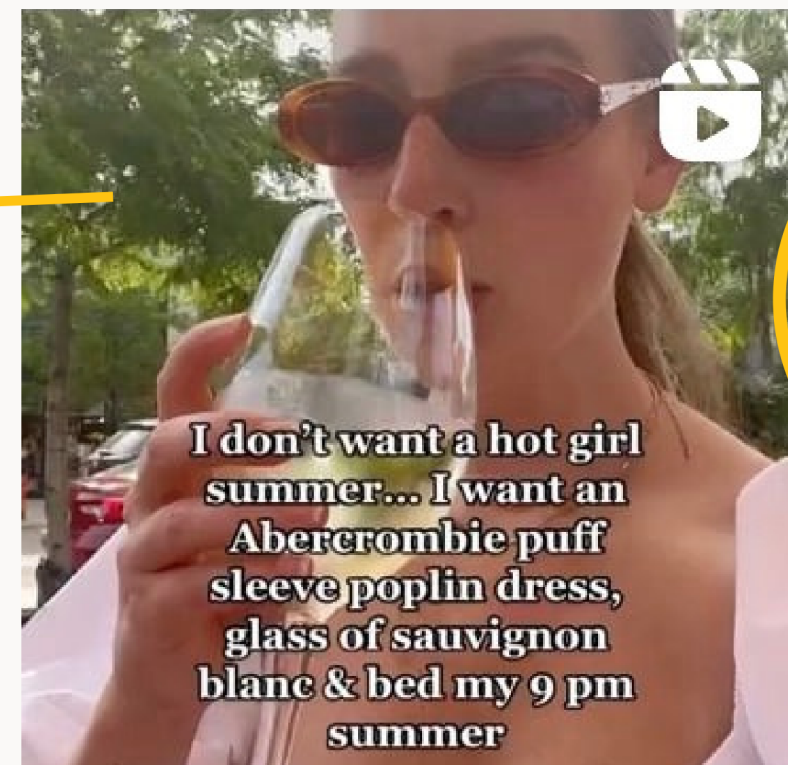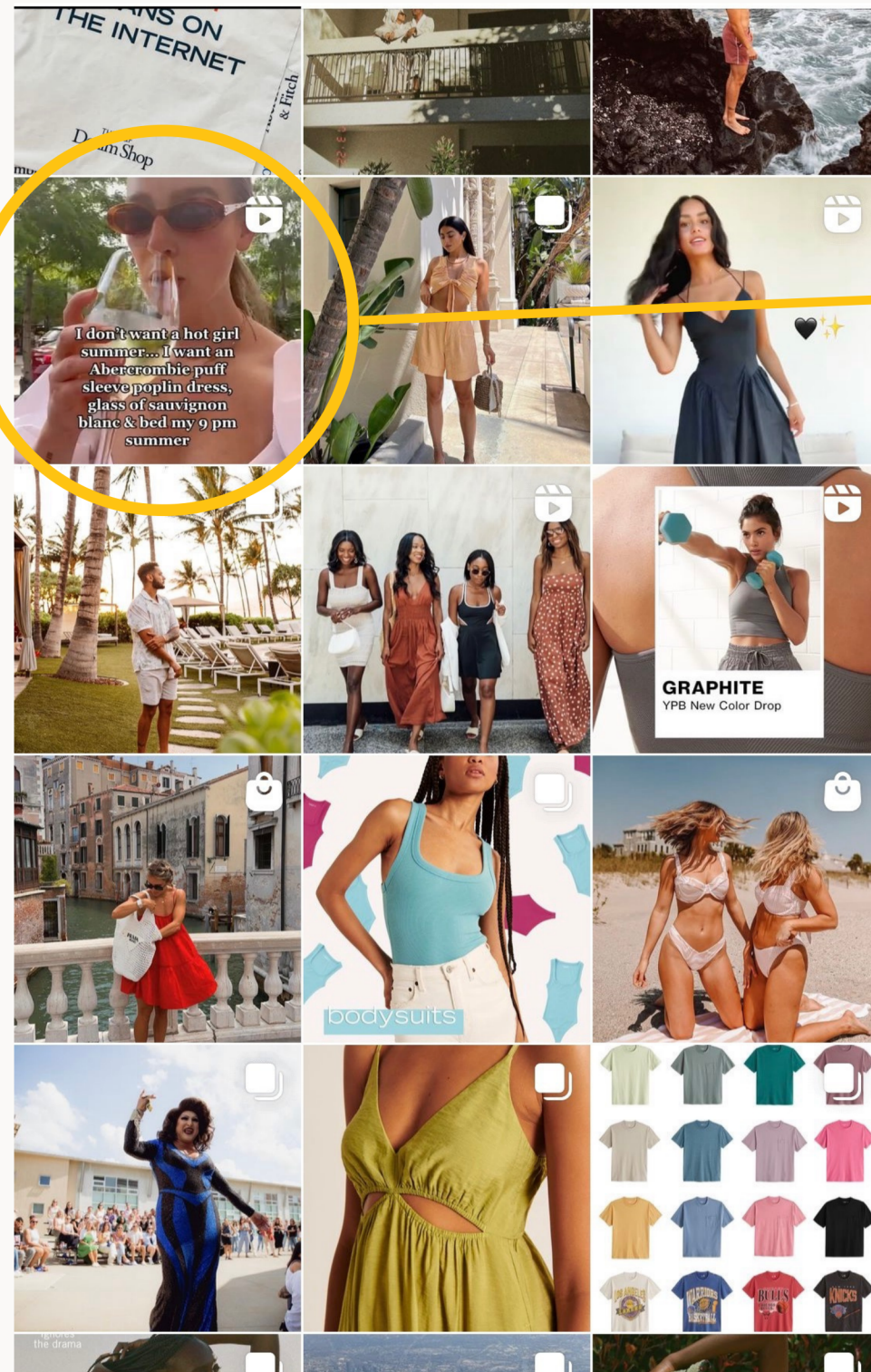
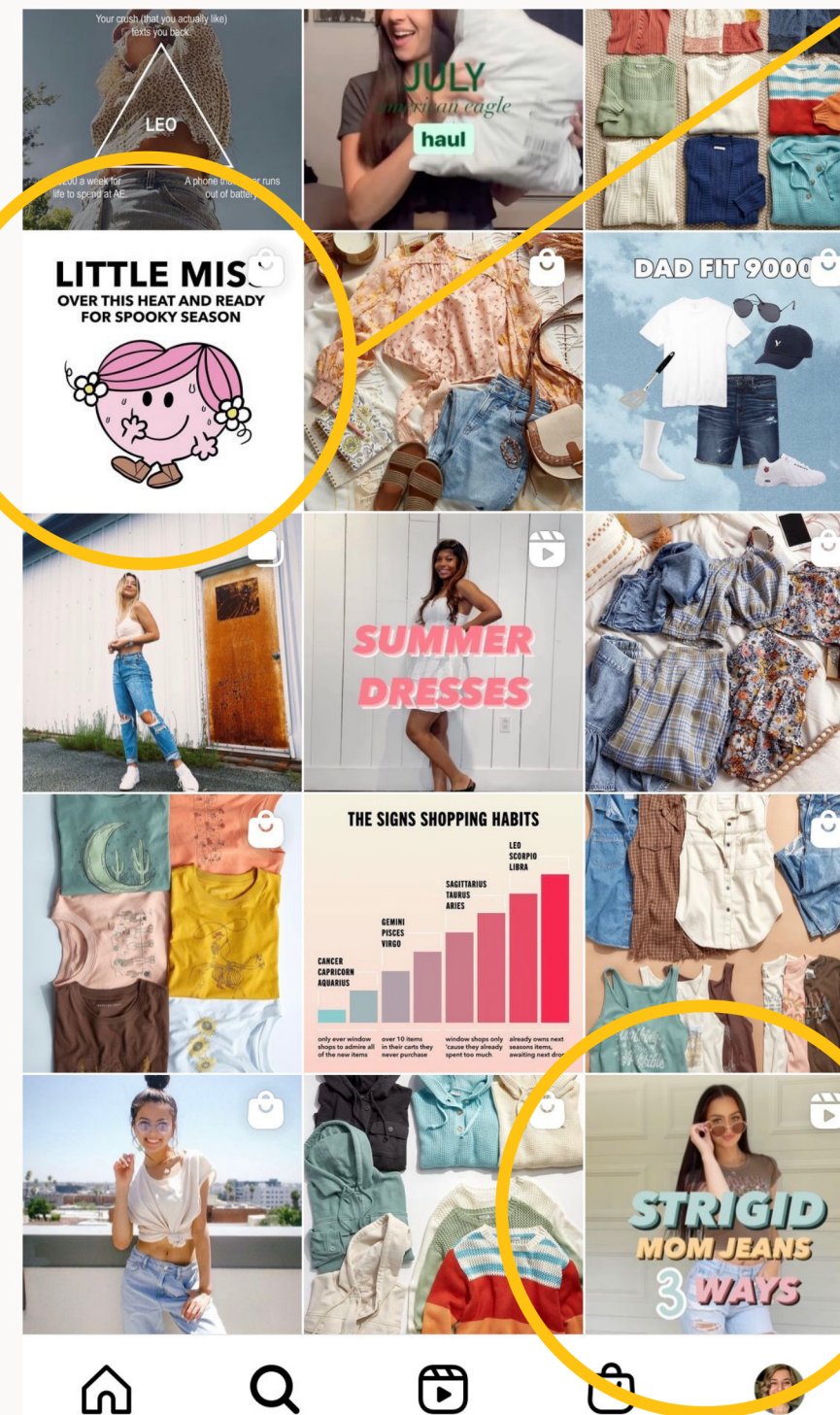INSTAGRAM BEFORE
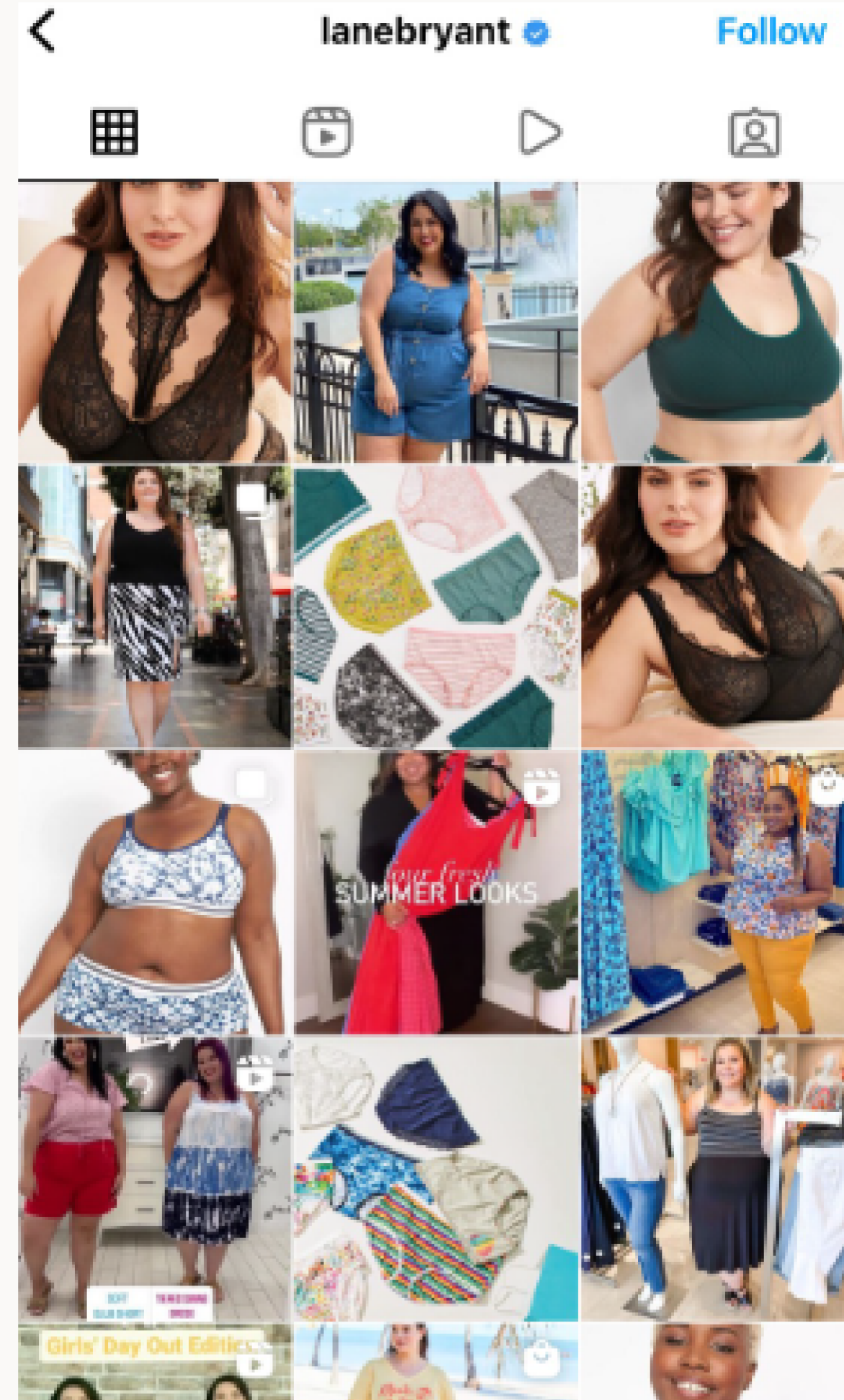
SOCIAL MEDIA: AUTHENTICITY

INSTAGRAM AFTER

10

SOCIAL MEDIA: AUTHENTICITY

WHO DOES IT WELL?

Abercrombie

I don't want a hot girl summer... I want an Abercrombie puff sleeve poplin dress, glass of sauvignon blanc & bed my 9 pm summer

- Fun reels that entertain while still advertising.

American Eagle

LITTLE MISS
OVER THIS HEAT AND READY FOR SPOOKY SEASON

- Shoppable memes!

- Helping her with styling while being relatable.

SURVEY DEMOGRAPHICS

Survey Participant Age
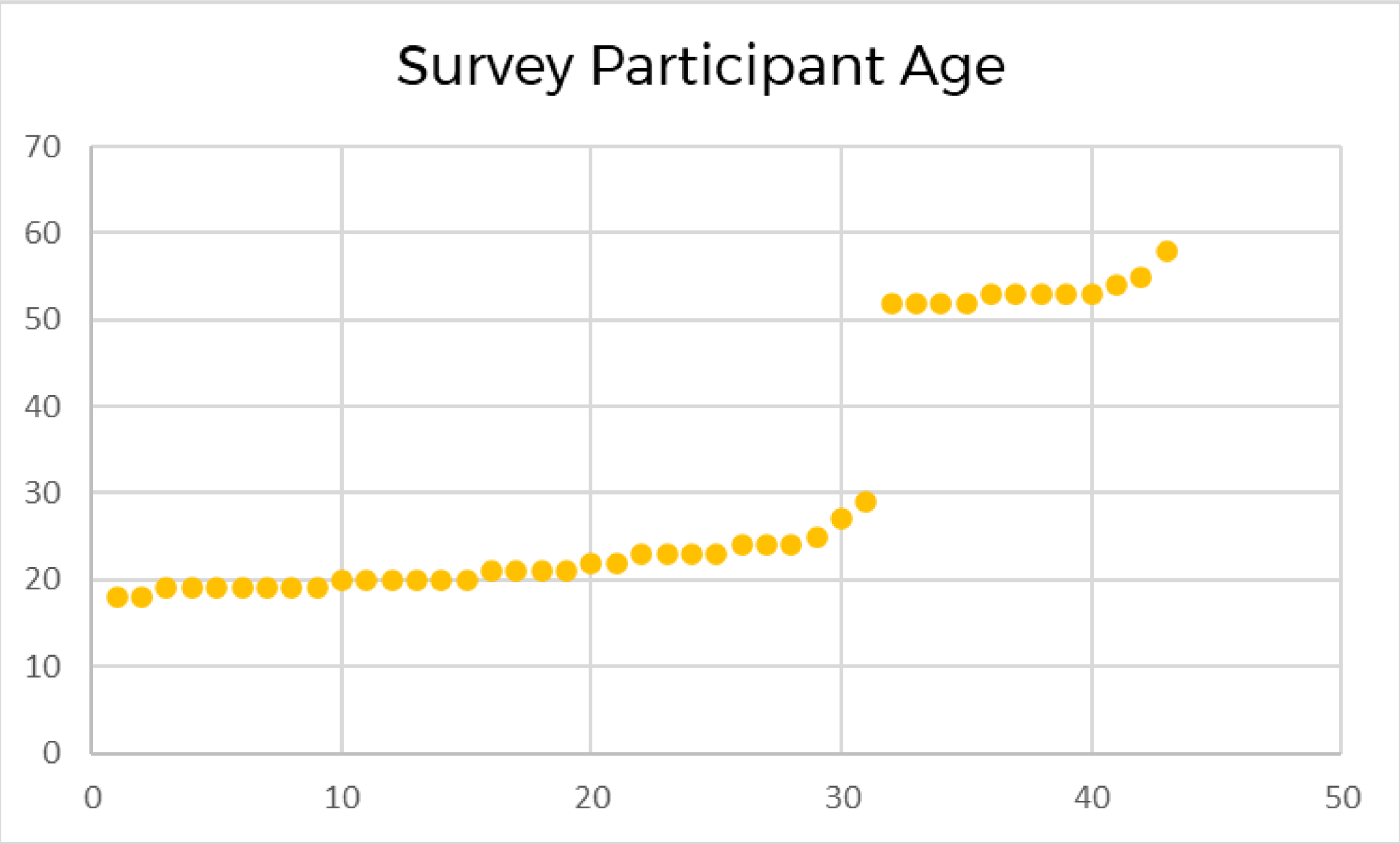
General

43 Women

13 Questions

Social Media and Shopping Habits

AGE

Range: 18-58

Average: 30.28

Median: 23

SOCIAL MEDIA: ADS AND PREFERENCE

Pie chart values: Facebook 12%, Instagram 22%, Pinterest 13%, Reddit 2%, Snapchat 15%, TikTok 14%, Twitter 8%, VSCO 4%, YouTube 10%

Legend:
- Instagram
- Snapchat
- TikTok
- Pinterest
- Facebook
- YouTube
- Twitter
- VSCO
- Reddit

13

APP

```
┌─────────────┐        ┌─────────────┐        ┌─────────────┐
│             │        │Overwhelming,│        │  Ultimately │
│  Starts on  │────────│  unable to  │────────│deletes app, no│
│     App     │        │   navigate  │        │   purchase  │
│             │        │ efficiently │        │     made    │
└─────────────┘        └─────────────┘        └─────────────┘
```

14

APP
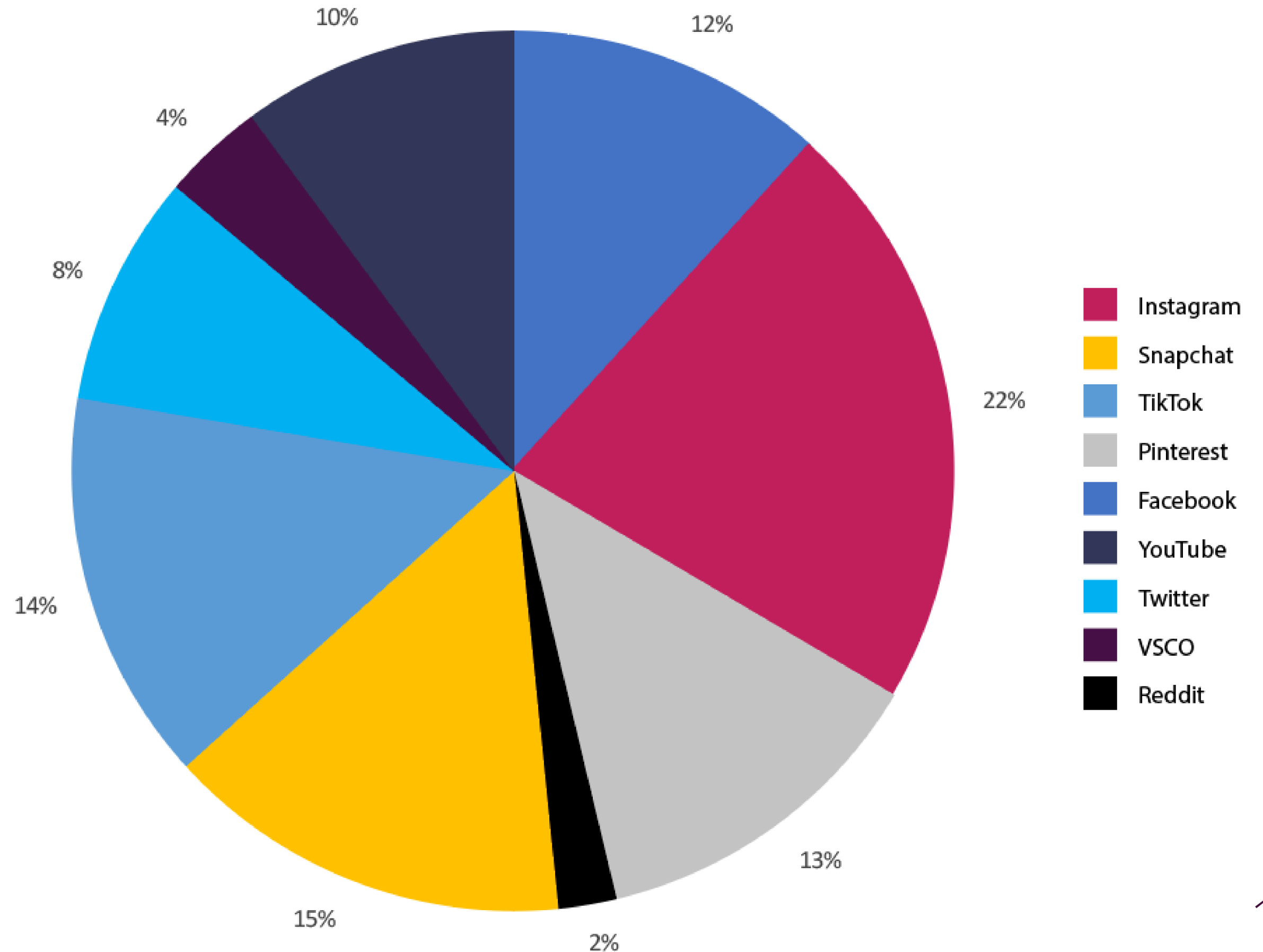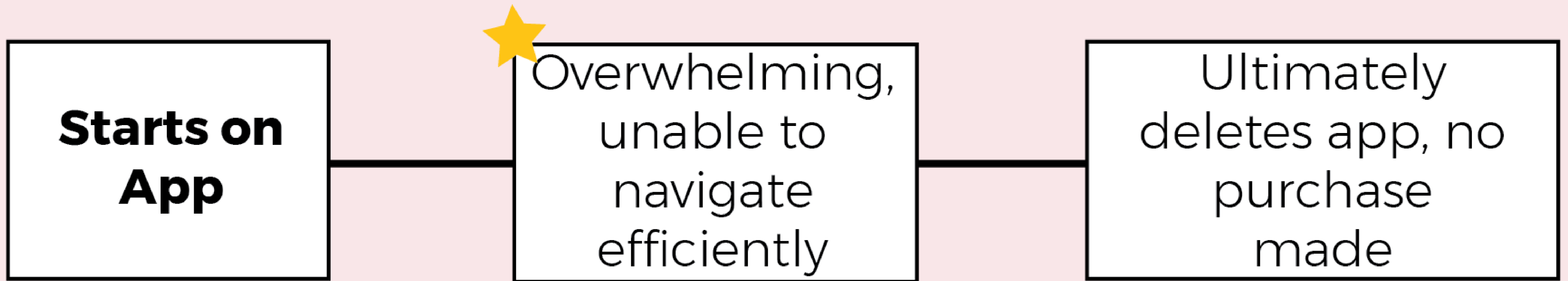
61%
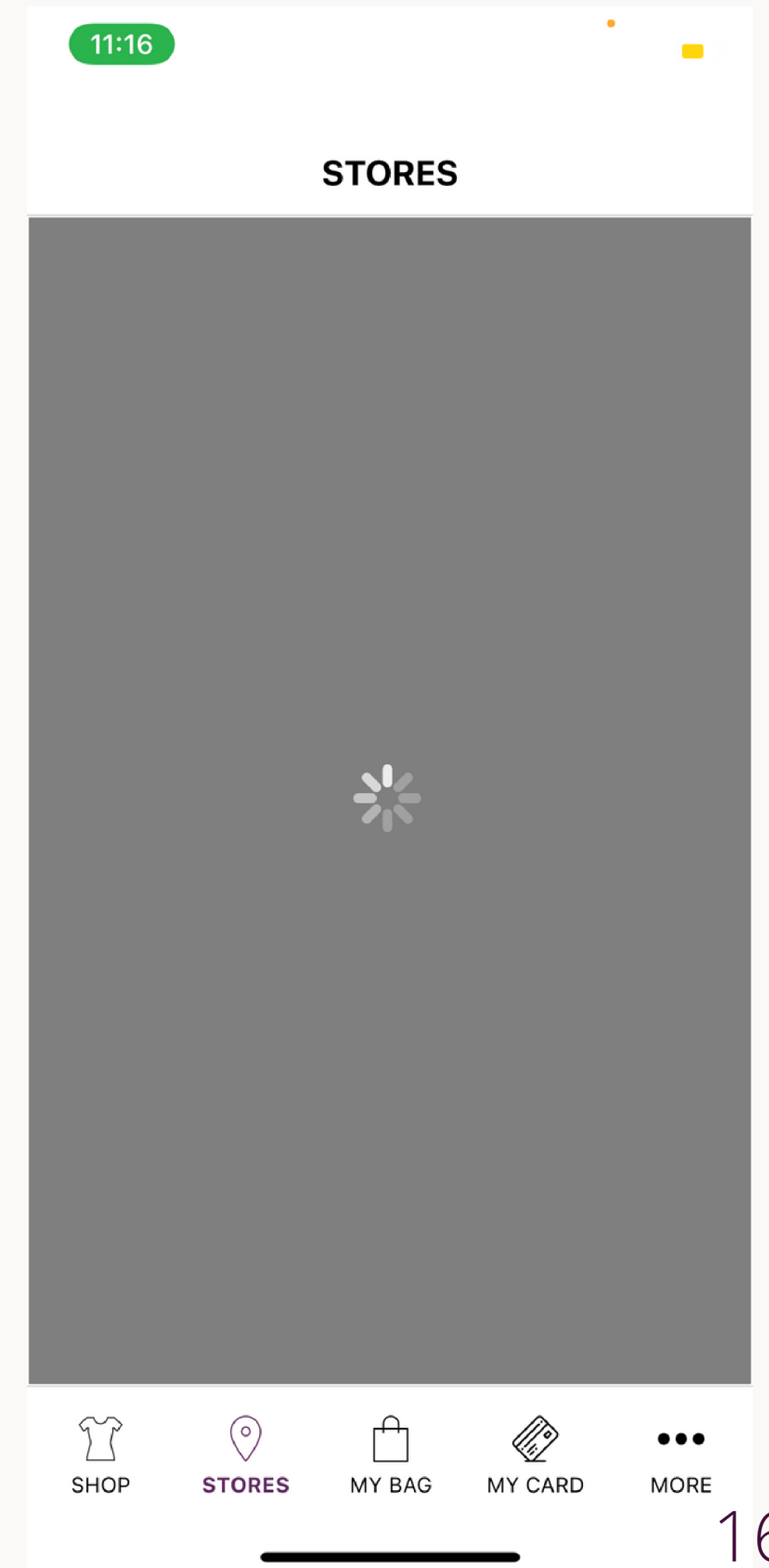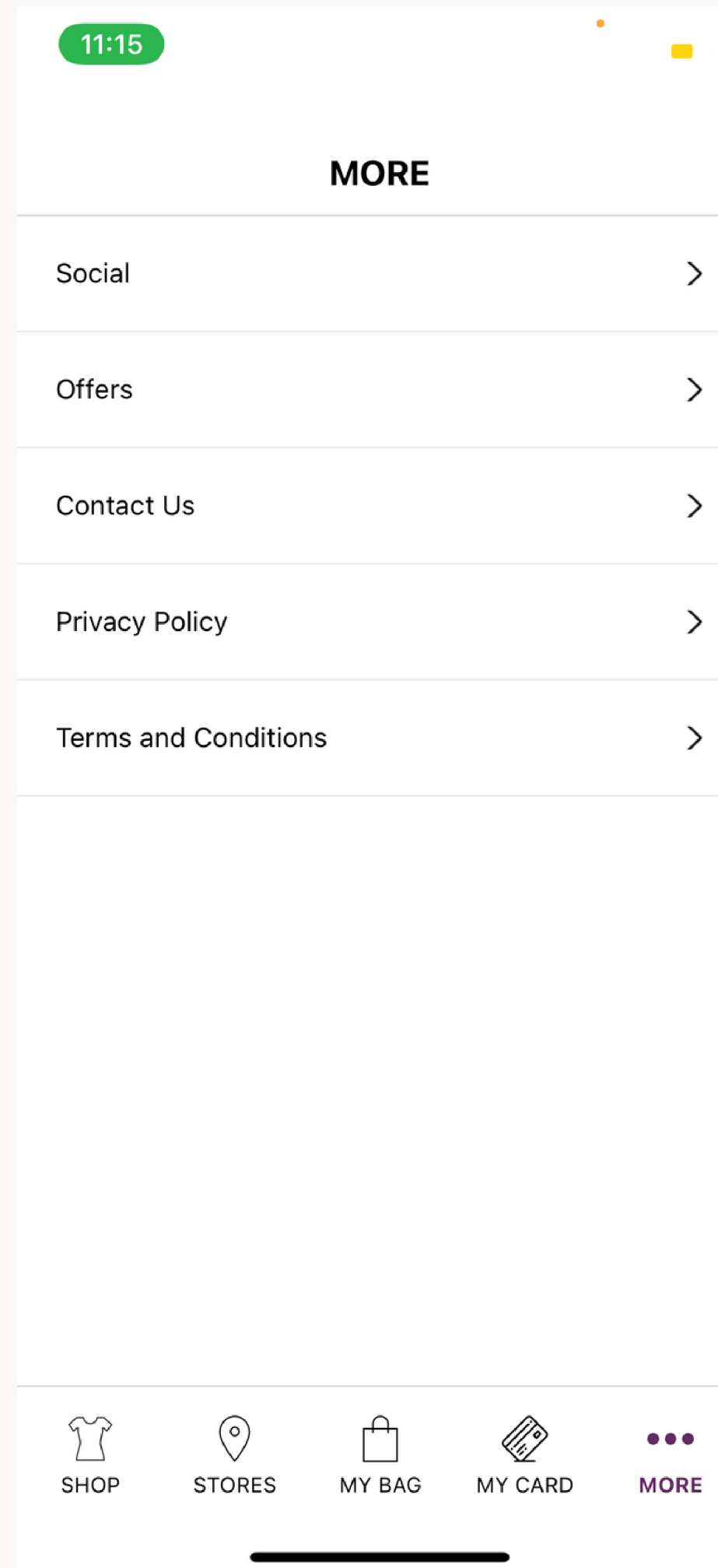Of 18–24 year-olds used an **app to shop** in 2020

19
Gen X makes more online purchases than any other age group, averaging **nearly 19 transactions** per year

60%
Deleted an app after just **one attempt** to use it, if problems with performance. **Total 80%** will eventually delete an app if problems continue
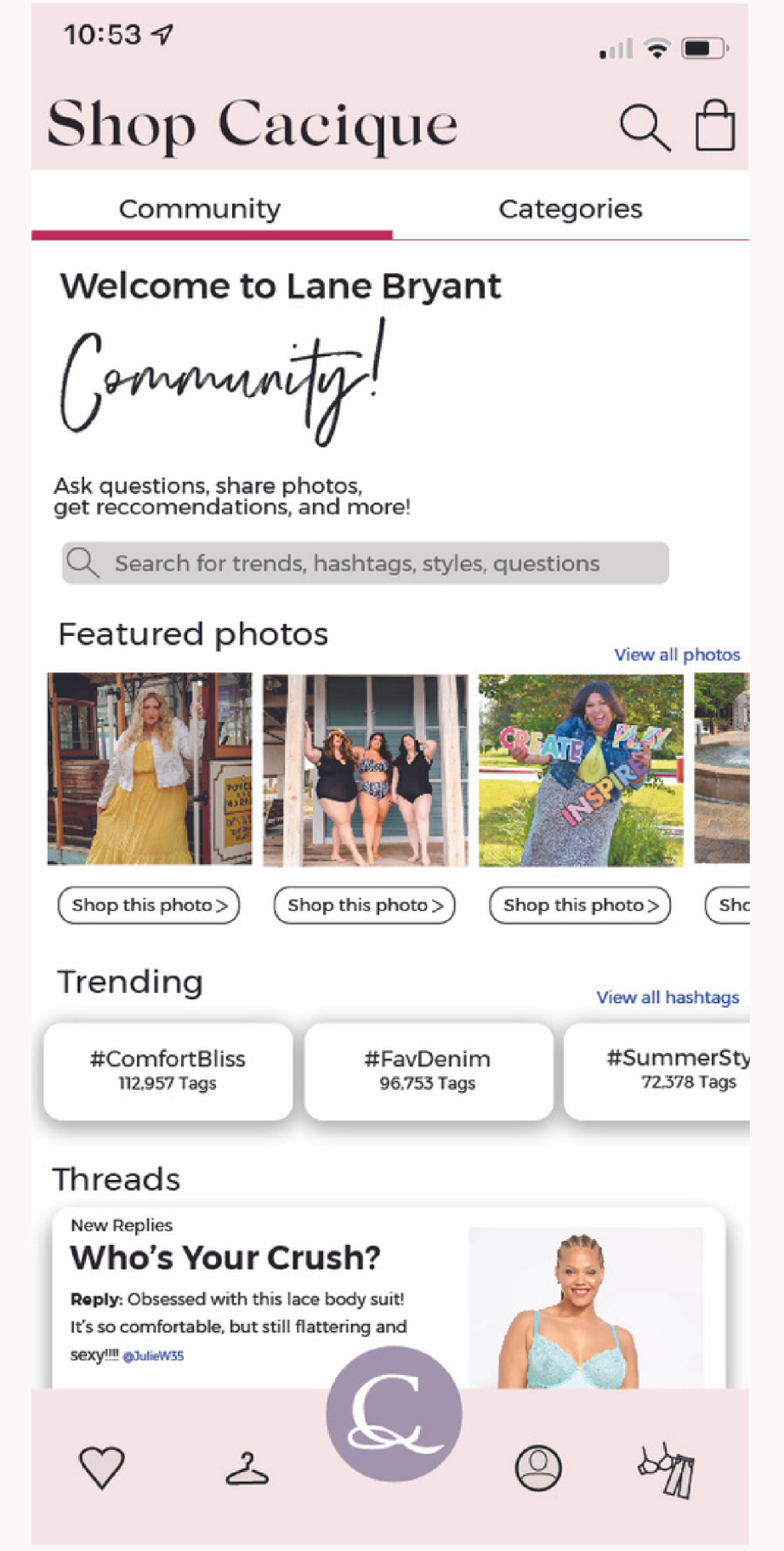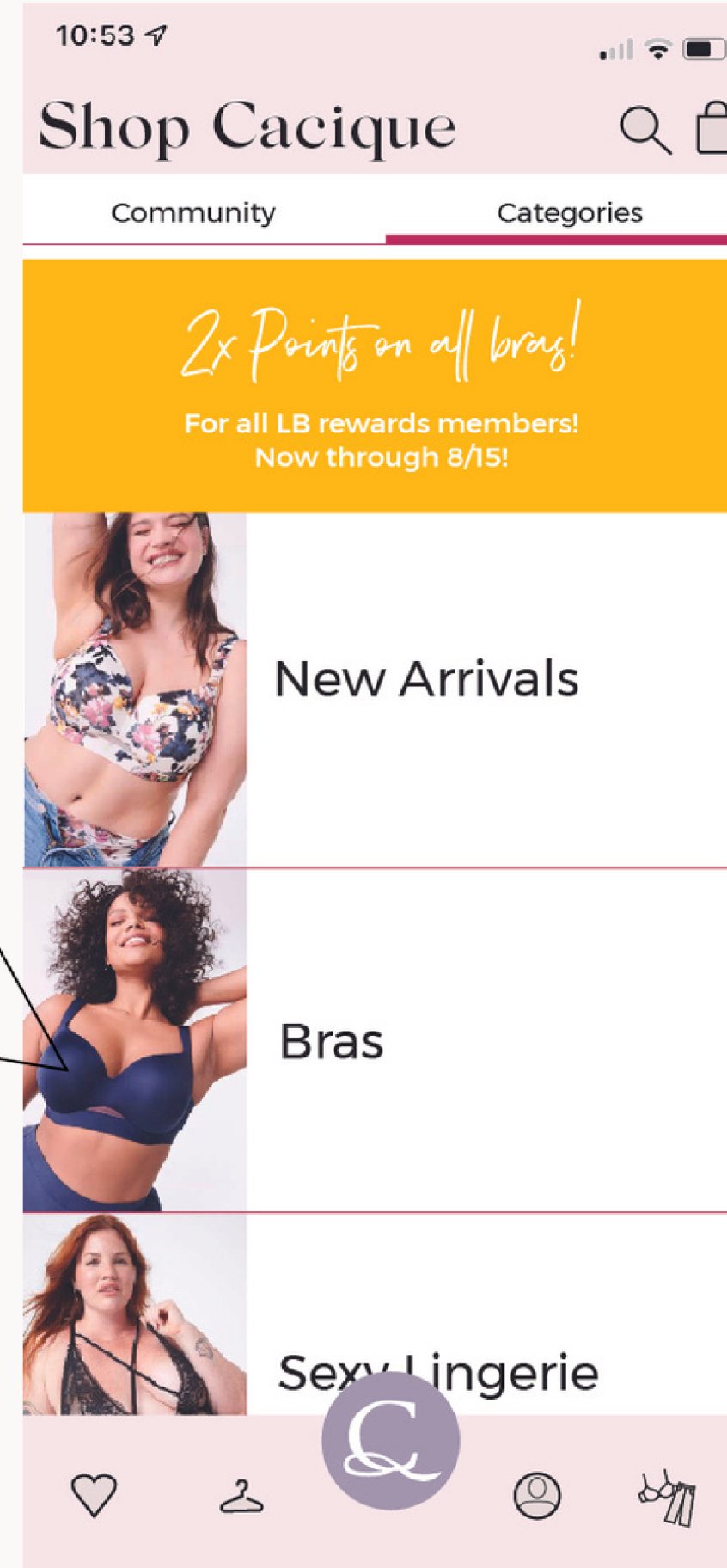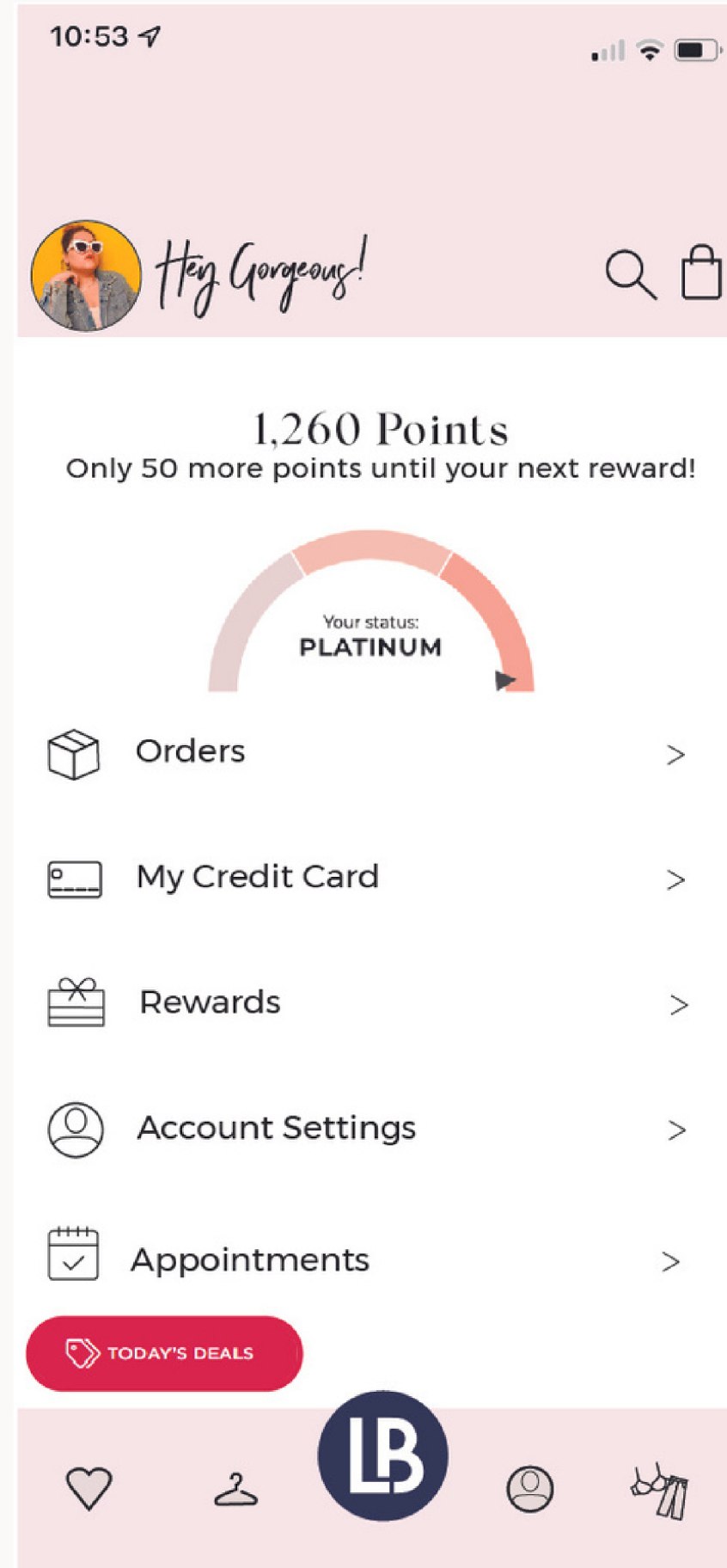
BEFORE

11:15
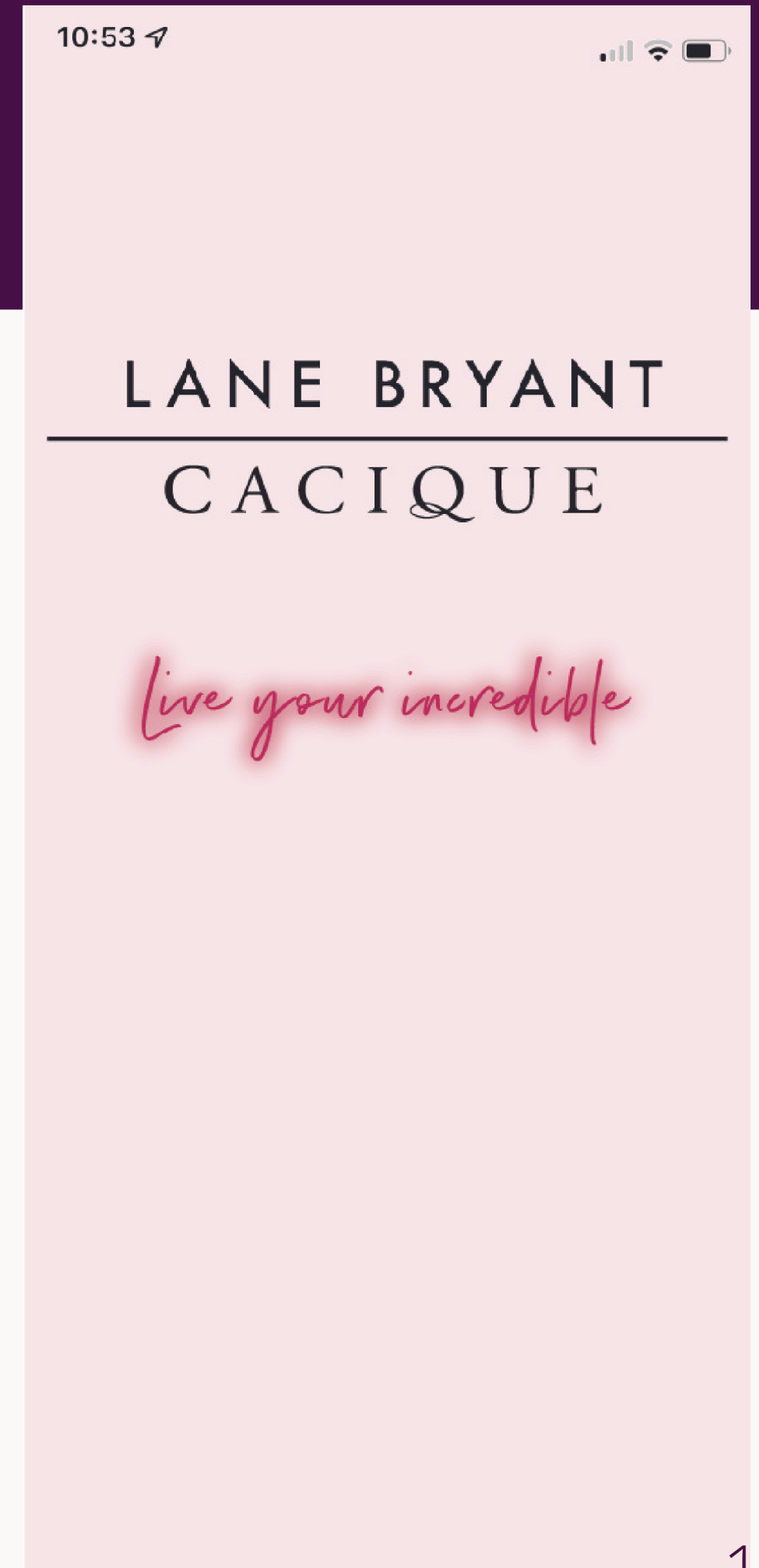
LANE BRYANT

LIVI TOPS & BOTTOMS **$19.99** >
Exclusions & terms apply ✕

LANE BRYANT
FASHION SIZES 10-40

0

IN STORES & ONLINE
SUPER HOT
SUMMER SALE
UP TO 70% OFF

TEES &
$9.99

TOPS
$19.99

TODAY'S DEALS

SHOP   STORES   MY BAG   MY CARD   MORE

11:15

MORE

Social >

Offers >

Contact Us >

Privacy Policy >

Terms and Conditions >

SHOP   STORES   MY BAG   MY CARD   MORE

11:16

STORES

SHOP   STORES   MY BAG   MY CARD   MORE

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APP

AFTER

AFTER

Click the Discover icon for styling & inspiration!

OK, GOT IT

LANE BRYANT
CACIQUE

live your incredible

WEBSITE

```
Starts on
Website
```

Purchases item, ships to store → Unsatisfied with try on, product or experience → Returns item while still in store → Leaves and visits the Torrid next door

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SHOPPING HABITS

28%

14%

58%

■ In-Store

□ Mobile Apps

■ Websites

Survey conducted by LB '22 interns

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WEBSITE

WEBSITE BEFORE

WEBSITE AFTER

WEBSITE

ASOS "See my Fit"

Rectangle
Most Common
Body Type at **46%**

Hourglass
Least Common
Body Type at **8%**

MODEL DIVERSITY

200% more likely to purchase an advertised product when the models were their size

175% more likely to purchase when the models were within their age range

1.5x Black women are 1.5x times to purchase if the model was of a similar ethnicity

MODEL DIVERSITY

IN STORE: CUSTOMER EXPERIENCE

Starts in Store — Overwhelming or unorganized experience — Stylist is unprepared and cannot connect with cust. account — Unsure of sizes, lack of assistance, poor try-on experience — Generally unsatisfied with the experience
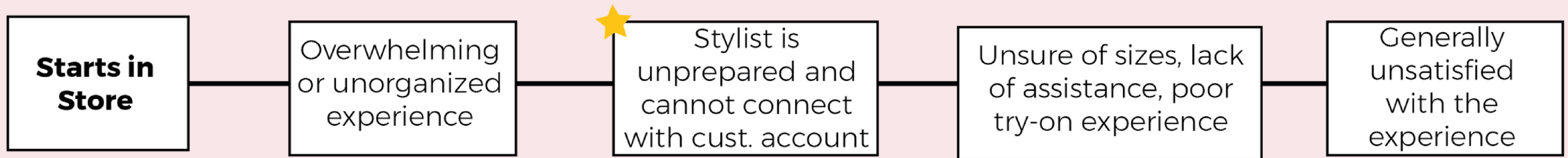
IN STORE: CUSTOMER EXPERIENCE

90%
Decide whether to use a business based on their **customer service**

89%
More likely to return if **positive experience**

4X
More likely to **switch to competitor** over service

IN STORE: CURRENT STATE

- Market standard BOPIS not available
- No employee access to customer information
  - Purchase history
  - Sizes
  - Preferences
- Use of outdated tech
- Inconsistent customer experiences

TikTok: @katie_kinslow

1-15-22

TikTok: @destinee.tirons

4-9-22

michellekallas
I stopped buying at Lane Bryant because I have had 2 different employees ask that same thing.
1-15 Reply
♡ 13
Liked by creator

parkhoppingduo
I've stopped shopping at lane Bryant just for these same reasons
1-15 Reply
♡ 23
Liked by creator

goofygirl77
I get ignored and treated badly every time I go into LB. I was told I looked too poor to shop in there one time. I was wearing sweats and a tshirt.
1-15 Reply
♡ 3
Liked by creator

stephaniea2121
100% the reason I stopped shopping in their stores. Try returning something from online in a store. They ALWAYS made me feel like dirt. @Lane Bryant
1-15 Reply
♡ 5
Liked by creator

the_rizzutos
I wont shop Lane Bryant. They are a bit too expensive for my taste, and their associates always ignored me.
1-15 Reply
♡ 4
Liked by creator
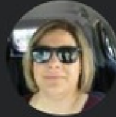
3w Like Reply

Misty White
I have had the same problems. I no longer order online with Lane Bryant. Extremely poor customer service, website not up to date, can't get any explanations or allowed to speak with supervisors. I also wrote a review and never received any response. I do most of my online shopping on Torrid now.

3w Like Reply

pinksparkle4 Lane Bryant. Overpriced garbage 💁 Treat their employees like garbage and their "style" is not flattering to most body types who would shop there😢

3d Reply Send

Gina Wolters ► Lane Bryant
Jun 22 · 🌐
Worst customer service ever! Been on the phone for over an hour, was told the majority of my order was no longer available that the online website isn't up to date all, then tried to pay for my order after telling the assoc I was paying with a VISA prepaid gift card not a lane Bryant gift card, to which she ran three times as a lane Bryant gift card telling me it was declined each time, finally ran correctly told me my order was placed and tried to hang up the phone with me, demanded a confirmation numbers, had to ask three times, the said my order didn't go through after all, have asked to speak with a manager four times now and she refuses to transfer me or get a manager on the phone! This is unacceptable customer service!

😮👍😢 221   236 comments 1 share

👍 Like   💬 Comment   ➤ Share

Kenlynn King
Yes I agree service is absolutely horrible over the last couple of years. Last time I was on the website I always filter my size and everything I pick out was out of stock. Refuse to even look on there website anymore.

3w Like Reply

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Proposed Solutions

Employee-Manager Relationships
- Building Trust
- Store team building exercises
- Trickle-down effect

Employee Empathy
- Classes/workshops
- Incentives/Rewards
- Connection with customer

Digital Integration
- Customer/Employees/LB
- Clear and consistent

CUSTOMER TO STORE INTERACTION

DIGITAL IN-STORE INTEGRATION

30
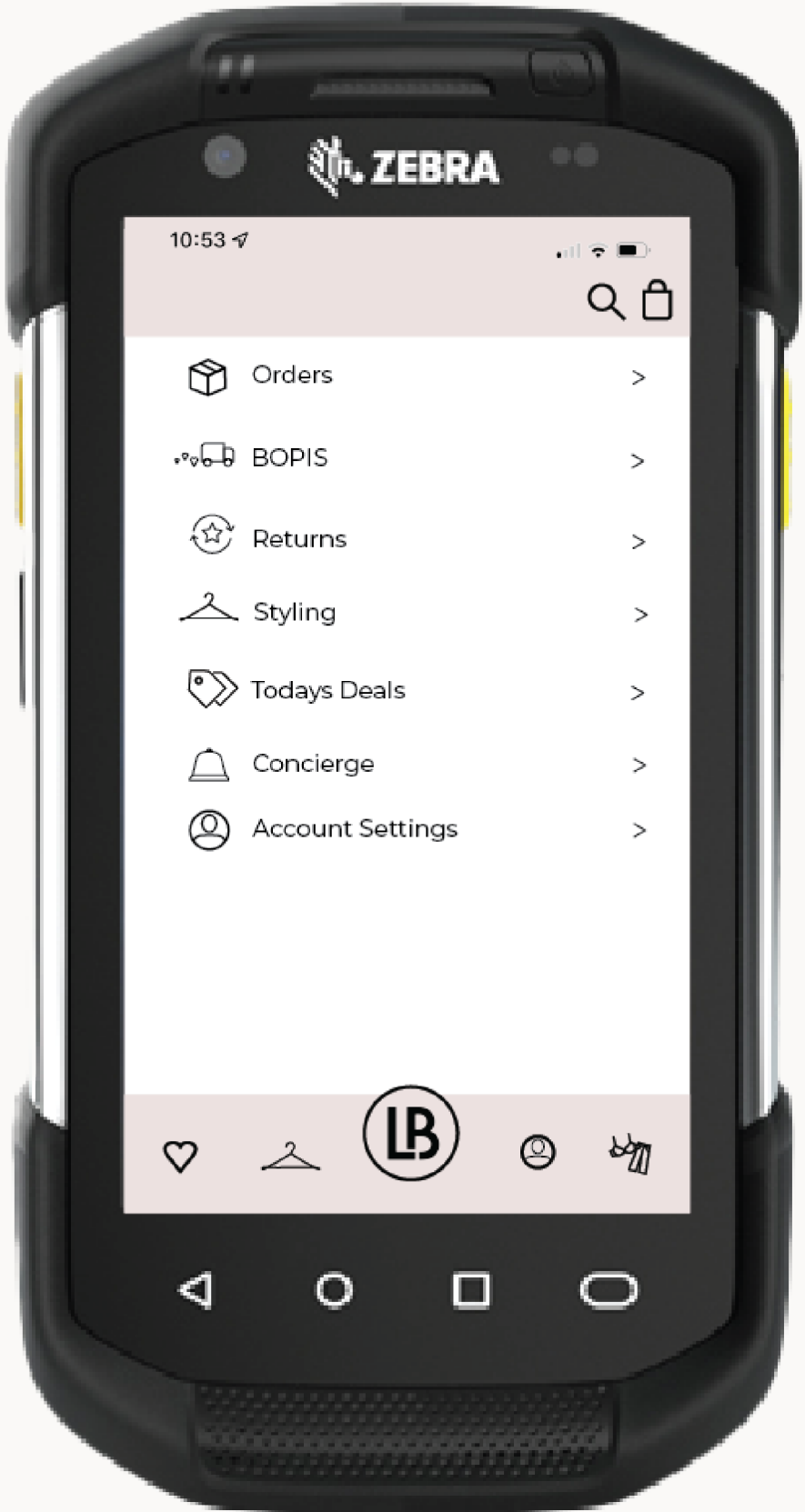
DIGITAL INTEGRATION AT SEPHORA

- Mobile app uses location based marketing
- Stores have Ipads and other handheld devices
  - Order in store --> ship to house
- Experience doesn't end at store level
  - New products, video tutorials, news/trends in app/website

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WORST CASE SCENARIO JOURNEY

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Starts on App — ⭐ Overwhelming, unable to navigate efficiently — Ultimately deletes app, no purchase made

ASPIRATIONAL CUSTOMER JOURNEY

Ad Pop-Up on Social Media

Facebook Shop

Instagram Shop

View on Website

App Download Prompt

Books In-store Styling (Via App or Website)

Purchases on Website

Purchases on App

Purchases on Website, App, & In-Store

Becomes a loyal & satisfied customer

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Q&A

2017 LB #ThisBody campaign
Prabal Gurung x Lane Bryant

Appendix

Research Sources

Social Media Research

- https://www.forbesindia.com/article/lifes/which-social-networks-have-the-highest-usage-among-gen-z-and-millennials/72471/1
- https://www.forbes.com/sites/forbesagencycouncil/2021/05/17/gen-z-and-the-rise-of-social-commerce/?sh=1a2d41f251d0
- https://www.retailtouchpoints.com/resources/72-of-users-make-purchase-decisions-based-on-instagram-content#:~:text=72%25%20of%20users%20report%20making,to%20learn%20more%20about%20Instagram.
- https://www.forbes.com/sites/petersuciu/2021/06/24/americans-spent-more-than-1300-hours-on-social-media/?sh=110d5e5a2547
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App Research

- ohttps://saleslion.io/ecommerce-statistics/generation-x-shop-more-online-than-baby-boomers-and-millennials/
- https://www.techrepublic.com/article/digital-transformation-reality-80-of-customers-delete-apps-that-dont-meet-expectations/#:~:text=The%20study%20shows%20that%2060,an%20app%20if%20problems%20continue
- https://www.paymentsjournal.com/mobile-purchases-while-shopping-in-store-is-growing-among-all-age-cohorts/

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- https://www.forbes.com/sites/work-in-progress/2011/01/24/personal-connections-are-the-new-currency/?sh=207c04f11d76
- https://www.glamour.com/story/are-you-more-likely-to-buy-som/amp
- https://bpr.berkeley.edu/2019/12/20/one-size-does-not-fit-all-the-rise-of-diverse-fashion-models/
- https://www.newswise.com/articles/fashion-designers-ignoring-shapes-of-womens-bodies#:~:text=A%20study%20conducted%20by%20a,women%20actually%20have%20hourglass%20figures.

In Store Research

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- https://www.businessoffashion.com/articles/retail/what-happens-when-the-e-commerce-boom-ends/
- https://www.businessoffashion.com/articles/retail/affirm-radical-transparency-impact-retail/
- https://www.bain.com/insights/are-you-experienced-infographic/
- https://c1.sfdcstatic.com/content/dam/web/en_us/www/documents/research/salesforce-state-of-the-connected-customer-4th-ed.pdf
- https://www.helpscout.com/75-customer-service-facts-quotes-statistics/

Further Reading

- https://directory.goodonyou.eco/brand/lane-bryant , **External LB Sustainability Report/Views**
- https://www.thezoereport.com/fashion/fashion-education-tool-brands-using-to-create-better-future , **Customer Education Tools**
- http://vestoj.com/a-fucking-raw-deal/ , **LB History/Discussion on the changing body**
- https://www.theatlantic.com/technology/archive/2022/06/fast-fashion-trends-industry-mass-market-consumption/661371/ , **Repetitive Design**
- Book: Worn, A People's History of Clothing by Sofi Thanhauser, **Materiality understanding from a historical and modern POV**; who and how our manufacturing impacts on a global scale

Best in Class: Our References and Favorites

- https://www.ae.com/us/en , **American Eagle**; App, Tracking, Ease of shopping, Social Media
- https://www.sephora.com/ , **Sephora**; User generated content, smooth shopping experience
- https://www.abercrombie.com/shop/us , **Abercrombie&Fitch**; App, Social Media, "Complete this Look" Website
- https://www.target.com/, **Target**; App, user friendly and easy to find structure
- https://www.torrid.com/, **Torrid**; Website, aesthetically pleasing, user friendly, engaging
- https://www.asos.com/us/women/ , **ASOS**; Size and fit meter on website