

CASE STUDY

UNTUCKit Sees Significant Store Transaction Improvements After Implementing Omnichannel Capabilities

There are retailers downsizing and shuttering their physical store locations, and then there is UNTUCKit. The casual apparel company, best known for its shirts designed specifically to be worn untucked, is defining the industry's new playbook for modern retailing. It has grown from five stores in 2016 to more than 85 today, and is betting on brick and mortar to deliver the unmatched shopping experiences its customers deserve.

With its sights set on even more expansion, UNTUCKit knew it needed to prioritize the technology component of omnichannel retailing. While it had various systems in place across its business channels, they were operating in silos. This isn't sufficient in a world where every minute counts to give shoppers what they want, when they want it. UNTUCKit needed a platform that unified its tech stack while enabling it to maintain the agility that made it successful in its early years.

The company evaluated several legacy technologies, including leading POS, order management and ecommerce systems; however, they proved to be too difficult to integrate and once implemented, they limited UNTUCKit's ability to be flexible with its innovation.



Why NewStore?

UNTUCKit ultimately selected the NewStore Omnichannel Platform, which is purpose-built for omnichannel and seamlessly supports the entire customer journey. With an intuitive mobile front-end, and a cloud-based back-end with pre-built connectors and API endpoints, the brand can now deliver superior experiences to its loyal customers online and in-store.

The partnership rolled out first with mobile POS, giving store associates complete visibility into customers, orders and inventory. Next came endless aisle, functionality that allows associates to access and sell inventory from any location or distribution center. The implementation of both has resulted in reduced associate transaction time, and an overall simpler and more efficient transaction process. Store associates also raved that processing an endless aisle order with NewStore is by far easier than traditional methods.

U S E S

- Omni Order Management
- Mobile Point of Service
- Endless Aisle
- Platform Implementation:
6 Months

I M P A C T

- Decrease in associate transaction time
- Increase in transaction simplicity and efficiency

“What NewStore has built makes our store associates more productive and our stores more profitable.”

AARON SANANDRES

Co-founder & CEO, UNTUCKit



Want to reach your goals
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