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Detego showcases in-store innovations at the Paris Retail Week 2017

London, August 31st, 2017 — Detego, market leader in real-time business intelligence for the fashion retail industry, is presenting in-store innovations at this year's Paris Retail Week in cooperation with its French integration partner IER. The leading trade fair in fashion retail will be hosted at the Expo Paris Porte de Versailles from September 19th to 21st, 2017, and represents the largest cross-channel event in Europe, combining e-commerce and digital in-store topics. In this setting, Detego will be demonstrating how fashion retailers can actively drive consumer engagement in the store through intelligent fitting rooms, so-called Smart Fitting Rooms, and the chatbot Detega.

Fashion retailers, franchise partners and department stores are increasingly in need of real-time article transparency as well as analysis in the store; the basis for that is an RFID-based merchandise management that enables fashion retailers to provide their customers with a high level of article availability and reliable information on item-level. In addition, new technologies are required to ensure that consumers really relate with the brand and the store. Detego offers the right solution for both challenges and presents innovative in-store applications for the French fashion retail market that traditionally plays a leading role in the fashion industry.

„The fitting room is the place were buying decisions are made. With the help of interactive technologies, fashion retailers want to enter into dialogue with their customers in this stage of the buying process. Today's digitally engaged customers expect an optimum shopping experience, this also includes online-experience in-store. Chatbots, for example, support customers in their search for articles and in checking article availability as well as provide product recommendations", Uwe Hennig, CEO at Detego, explains new developments in the market.

Artificial Intelligence (AI) as well as self-learning systems should help to relieve store personnel. Therefore, chatbots take on the conversation with the customer when no sales assistant is available at the moment or offer self-service in the store for customers who initially do not want personal advice.

Visitors of Paris Retail Week will have the opportunity to engage with these new in-store applications first-hand.

Ends (355 words)

About Detego

Detego, a European retail software provider, was founded in 2011 and is headquartered in London, UK, with offices in Graz, Austria and sales representatives throughout Europe. The company develops and distributes a suite of software products that provide real-time analysis and article transparency which help prevent out-of-stock situations and ensure optimal product availability for fashion retailers. The use of the Detego product portfolio supports the omni-channel and digital strategies of many fashion retailers, enabling them to actively manage stores while providing customers with a consistently good shopping experience across all channels. Detego's software is complimented by managed services and software-as-a-service (SaaS), along with attractive financing models. Detego's customers include international fashion brands, retailers and department stores. Detego is already being used in over 1,500 stores. More information can be found at www.detego.com

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