

**PRESS RELEASE****New Detego software to support fashion retailers in consumer engagement with launch of new chatbot and artificial intelligence capabilities**

London/ Graz, May 15<sup>th</sup>, 2017 — Detego, a market leader in business intelligence and real-time analytics for the fashion retail industry, is launching new software to actively support retailers in their consumer engagement strategies. As part of its omni-channel retailing software suite, Detego InChannels bridges the gap between online and bricks-and-mortar retailing by using more digital touchpoints in stores. These include digitally connected “smart fitting rooms” and interactive screens on the sales floor, as well as the introduction of a new Detego chatbot that accompanies customers throughout the entire buying process at any time on a customer’s smartphone.

Detego’s pioneering Smart Fitting Rooms technology allow customers to directly communicate with store personnel via interactive screens in the fitting room and request other products or sizes be brought to them (or even be delivered to other locations). A global sportswear retailer is currently rolling out the concept across its store estate, including arming its staff with iWatches to help guide them with more informative, real-time information.

The software provides reliable data on the number of articles that have been tried-on and sold or not (with fitting room conversion rates unique to the system). Social media feeds built into Detego InChannels also give customers the ability to post recommendations or put together outfits that can be shared within their community. This helps boost levels of engagement with customers, particularly in stores, increasing interaction across a broader range of products.

By using Detego InChannels, retailers are able to get a much deeper understanding of consumer behaviour across various different channels. Detego claims that its software’s more precise and intelligent product recommendations - based on using real-time data on product availability - can increase sales and reduce the number of unnecessary markdowns. For instance, only articles that are currently in-stock are flagged up and the intelligent system can even be used to encourage more sales of otherwise slower-selling or higher margin items. The AI capabilities of Detego’s software also mean that the recommendations get better and better as the logic behind the self-learning system continually improves and increases its functionality.

“Retailers have to adapt their store processes to the expectations of a new, digital customer using more modern-day technologies that bring the customer, store and online worlds together for good,” says Uwe Hennig, CEO at Detego.

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**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](http://www.detego.com)

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