

Advanced Customer Journey Design and Delivery

Ispira Retail Pathflow ensures every step customers take in store is a chance to connect emotionally, deliver brand values, meet expectations, convert and increase loyalty

Bring personality, inspiration, and purpose to every stage of your customer's journey within your retail space

Strategy, innovation, successful implementation

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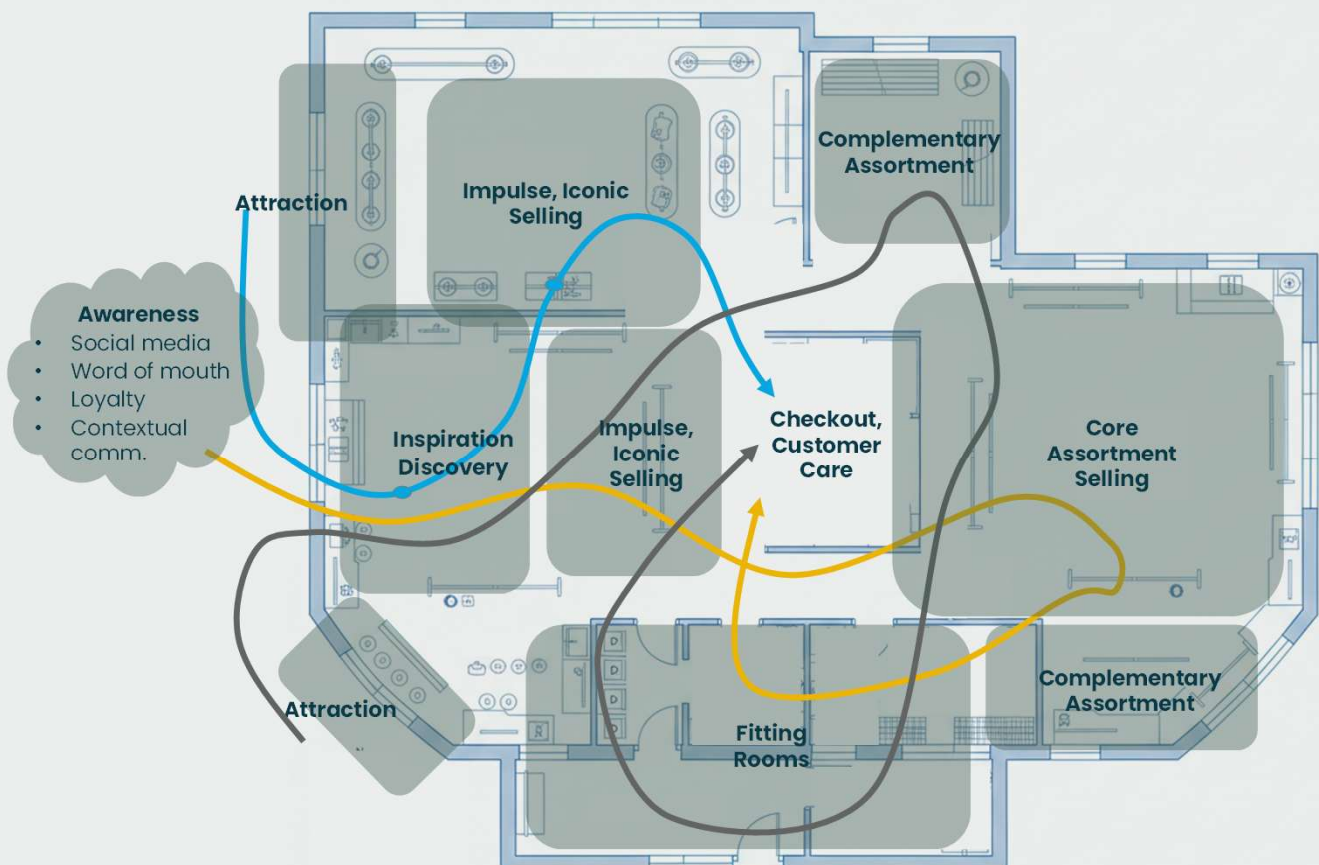
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Ispira Retail Pathflow - a cross-functional approach to store delivery excellence

Best Practices to address retail challenges: Volatile Demand, Margin Pressure, High Operational costs

- Increasingly competitive retail landscape, mature markets and more demanding customer expectations have made the design of in-store customer journey a strategic imperative. By using evolved techniques - such as data-driven layout planning, immersive in-store storytelling, differentiated product interaction - retailers can transform standard retail space into memorable experience that nourish emotional connection and convert into stronger commercial results
- As consumer expectations continue to rise, the brands that invest in shaping seamless, meaningful journeys are the ones best positioned to elevate awareness, strengthen differentiation and unlock long-term retail success
- Ispira Retail Pathflow** is best practice, multi functional methodology that maximizes conversion, increases unit ticket, aligns brand identity with retail journey, connects product strategy to customer experience. Planning the right balance of communication, display density, product type, customer service at each stage is essential to creating a seamless and engaging retail experience

Plan role to each stage of the customer experience



Ispira Retail Pathflow

Define stage, role, touchpoints, objectives for each area of your store

Key stages of the customer journey and main touchpoints

Awareness

- Social media
- Word of mouth
- Loyalty
- New / trendy / seasonal
- Contextual comm.

Inspiration

- Store windows
- Outposting
- Retail campaigns
- Events
- Views, attraction

Discovery

- Impulse selection
- Iconic, best sellers
- Wayfinding
- Staff support
- Zone signage

In Depth

- Full assortment discovery
- Product details, labels
- Added value messages
- Staff interaction

Purchase

- Product try-on
- Quality-price
- Feel, fit, composition
- Slower pace
- Interactive comm.

Farewell

- Institutional messages
- Loyalty benefits
- Staff advice
- Reasons to return
- Omnichannel links

- An evolved, curated in-store customer journey requires the synergic presence of six stages, each with a distinct role in attracting, inspiring, inviting navigation, driving purchase, and encouraging return
- The **Awareness** stage reflects the degree to which customers can recognize and form expectations about a brand before entering the store - shaped by prior exposure through omnichannel touchpoints and contextual communication. The **Inspiration** stage sets the emotional tone through window displays, storytelling, campaigns, urgency, and sensory components such as lighting, scent, music; together these feed desire and impulse purchase
- The **Discovery** stage is where exploration begins - new arrivals, iconic products, easy-to-shop items and capsule collections invite customers to uncover pieces that may convert immediately or draw them further into the space. Moving further, the **In-Depth** stage is where considered purchases are made through progressive engagement with the full collection, supported by detailed product information, varied product grouping methods, knowledgeable staff, and quieter areas to try and reflect
- The **Purchase** stage is more than just transaction - it is a moment of personalized service and seamless payment that leaves customers feeling genuinely valued. Finally, the **Farewell** stage, often the most underrated touchpoint, transforms a completed sale into a lasting impression, significantly increasing the likelihood of return visits and brand advocacy
- The balance, sequence, and repetition of these six stages vary considerably according to brand proposition, store format, catchment characteristics and communication dynamics - all of which require bespoke development to achieve the desired footfall and conversion outcomes

Adopt advanced segmentation principles to shape customer journey strategy

Design retail experiences driven by customer values, expectations, habits, behavior

- As consumer behavior grows increasingly complex and fragmented, traditional demographic-based approaches are no longer sufficient. CRM RFM (Recency, Frequency, Monetary) segmentation is also widely considered obsolete
- Retailers who embrace evolved segmentation techniques based on behavioral data, purchase intent, psychographics, real-time signals – are far better positioned to deliver personalized, successful customer journeys at every touchpoint.
- By analyzing not just *who* customers are, but *how* they think, *when* they engage, and *why* they buy, retailers can design experiences that feel inspiring, intuitive and relevant
- This shift from broad categories to dynamic, data-driven customer groups enables more meaningful interactions across omnichannel environments – ultimately driving deeper loyalty, higher conversion, and a retail experience that keeps pace with ever-evolving customer expectations

Segmentation techniques that feed into evolved design of customer journey

1. Style identity

- Dynamic model that reflects changing aesthetic preferences, combining historical purchases with emerging style signals. It allows stores to interpret expectations and to convert into product grouping, display density decisions

2. Occasion-Based Journey Mapping

- Segmented by events, occasions driving visits and purchases: work, suiting, events, back-to-school, outdoor. Occasions create micro-journeys with specific emotional drivers, urgency levels, spending levels

3. Trend Adoption Curve

- Interpret fashion adoption cycles behavior - innovators, early adopters, mainstream, laggards. Innovative offer by entrance; trend-led collections with broader appeal from front-to-mid transition zones; bestsellers, updated basics in the core of the store; destination areas for evergreen, long lifecycle styles

4. Price-sensitive vs premium-focused

- The level of price influence on purchase decisions. How much customers compare prices, look for promotions, how easily switch brands if a cheaper option is available, how they respond to sale, bundles, value propositions. This influences segmentation, product communication, customer service

5. Location and Context

- Where and when people visits stores matters – e.g. lunch-break walk, commute dwell time, evening impulse, group try-on, day-off shopping, gift buying. Each context determines store layout, urgency triggers, communication, product display decisions

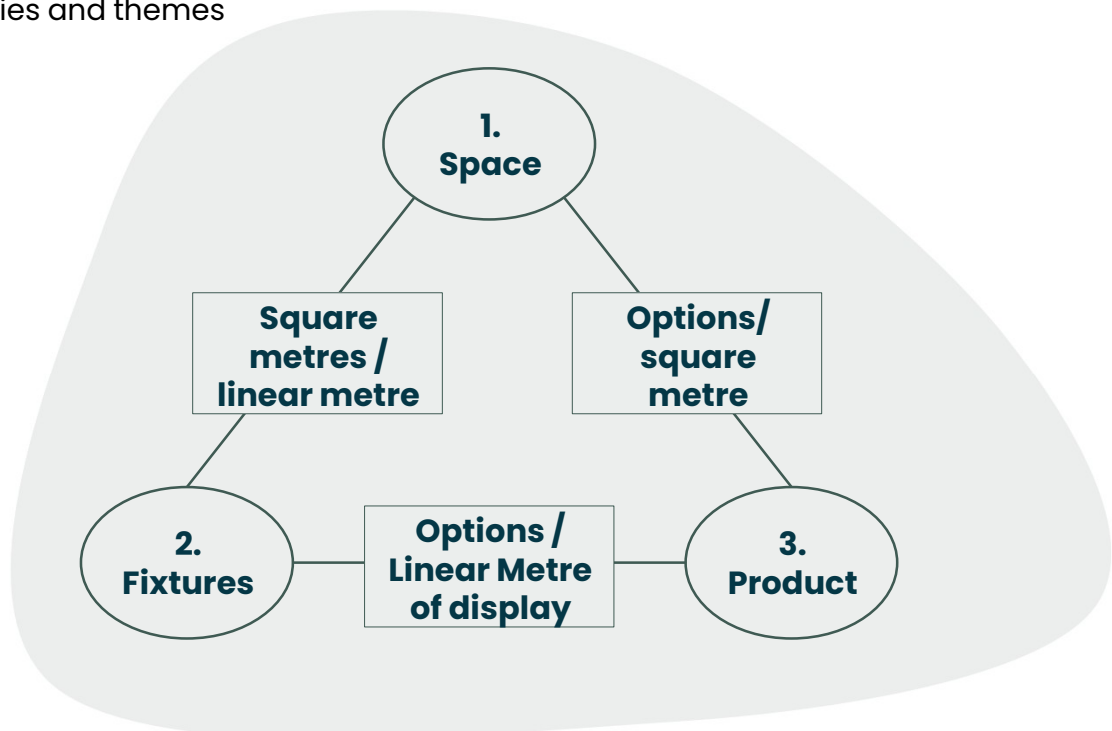
6. Impulse vs. Mission-Driven

- Differentiated by those who browse for inspiration (high dwell time, lower conversion) from those on a mission (search-first, higher conversion). Each linked to specific messages at selected stages of the navigation

Quantitative parameters to plan space, product, merchandising display

Three key parameters connect design, collection, visual merchandising

- Balancing space, fixtures and product is critical when planning the store layout as each element directly influences commercial productivity and customer experience. **Space** defines physical constraints and circulation flow. It is shaped not only by the total retail area but also by the footprint of other elements as cash desks, fitting rooms, seating
- **Fixtures** convert retail space into display. Their density, typology, and rhythm have a significant impact on the inspiration and the authority with which the collection is presented
- **Product** determines the breadth of choice available to customer. Density and grouping have a strong influence on how customers perceive heroes, key categories and themes



- The relationship between these elements is best managed through three fundamental KPIs: **square metres per linear metre**, which ensures fixtures are proportionate to the available floor space; **options per square metre**, which measures overall assortment density and helps avoid both clutter and under-utilisation; and **options per linear metre of display**, which controls how each fixture communicates the range without overwhelming the customer
- These KPIs are interconnected; for example, by defining space, options per linear metre, and options per square metre, all other KPIs are consequently determined
- When these KPIs are balanced together, the layout supports clear navigation, strong visual merchandising, and optimal sales per square metre, ensuring that commercial objectives and shopper needs are aligned from the outset

Together they represent 3 crucial brand parameters that must be validated and protected throughout the store lifecycle

Setting targets, measuring performance, fine-tuning implementation

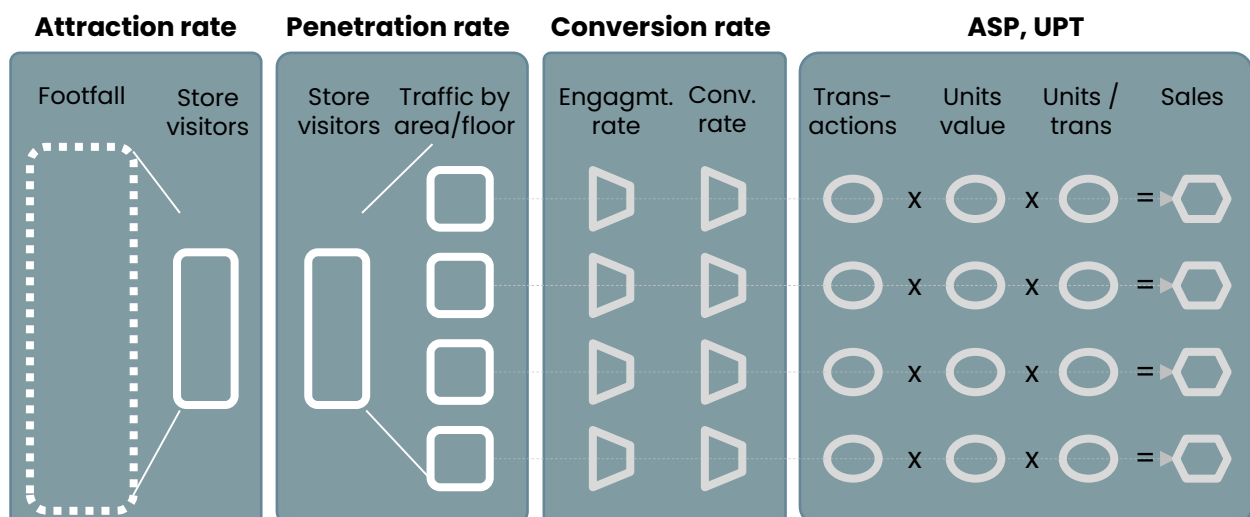
Each stage of the customer journey is associated with distinct set of performance targets aligned to their roles

- In the **Awareness** stage priority is communication, ensuring strong brand messaging and visual impact. During **Inspiration**, both communication and sales by option become critical, as customers engage and respond to curated product selection. In the **Discovery** stage, the focus shifts to sales by option, maximising the effectiveness of each displayed product
- Moving into **In Depth**, the emphasis shifts to the percentage of sales achieved across a broad range of the available collection. Finally, at the **Purchase** stage, communication takes priority – ensuring clarity, reassurance, and trust

Area	% sales	No. Options	Sales/option	Communication
Awareness	*	*	**	*****
Inspiration	**	**	***	****
Discovery	***	***	*****	***
In depth	*****	*****	***	**
Purchase	**	**	**	***

Measurement

- Customer journey design can be measured in detail using store analytics tools. Key indicators include the proportion of pedestrian footfall that converts into store visits, how visitors move through key areas of the shop, the share who stop and ultimately make a purchase
- As shopping behavior evolves rapidly, continuous monitoring is essential to ensure that store layouts, the role of each area, product groupings are regularly refined in line with customer expectations



The multidisciplinary approach to customer journey

Experience shows that best-in-class results are achieved when every relevant function is involved

- The in-store Customer Journey is a multidisciplinary initiative requiring coordinated oversight across six critical dimensions to ensure coherence and commercial performance
- Each store reinforces the **Brand strategy** through a consistent overall message, clearly communicated values and promises, and strong relevance to the end customer
- Well-defined **customer personas** ensure the journey reflects visitors' expectations, motivations and behaviors
- **Assortment priorities** drive product selection and principles of product grouping by area, highlighting the collection's differentiators at each stage of customer's path through the store
- The latest **store design** expresses the brand emotionally through materials, lighting, atmosphere, fixtures, color palette. It is fine-tuned to account for **store's layout** peculiarities, delivering a unique experience in every location
- **Retail target KPIs** ensure the customer journey generates the right levels of footfall, conversion, basket size, and productivity to achieve the target EBITDA
- The customer journey reaches its full potential when all six organizational functions are actively involved, producing a fully integrated, consistent, and engaging outcome



How we can help

Ispira partners with clients in all sectors and market positions at multiple stages of the customer journey development process:

- Monitor the latest international benchmarks and innovative solutions to identify best practices
- Develop creative, brand-led, differentiated retail experiences by integrating all relevant business areas
- Establish KPIs and measurement frameworks to track performance and results
- Continuously refine delivery in line with evolving customer behavior and updated brand strategies

Contact us to discuss how **Ispira Retail Pathflow** could deliver results to your business

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