

PUSHING DIGITALISATION UNDER PRESSURE – Outletcity Metzinger uses digital tools for more customer and employee safety during Corona



In Europe's largest outlet* – Outletcity Metzinger – digitalisation is successfully progressing. In 2012, Outletcity pioneered the outlet business by launching its own Online Shop. This paved the way for the omnichannel strategy and there are now over 350 premium and luxury brands online, which secured a sales channel for Outletcity during the lockdown.

“As the first outlet with an online shop, we were able to create an innovative concept with our external partners which made future retail tools and omnichannel features possible in the outlet business for the first time.” -- Dr. Stefan Hoffmann, Managing Director Digital & Customer of Outletcity Metzinger.

Future Retail Tools

With the newest technologies from “Future Retail”, Outletcity is bringing the connection between brick-and-mortar stores and the Outletcity Online Shop and other digital platforms to the next level.

Excellent infrastructure is the foundation for many digital innovations. For this reason, HOLY AG has invested into fibre-optic cable infrastructure that should form the so-called “City Fiber Backbone”, which will carry capacity to fulfil future standards such as 5G. Throughout Outletcity and its stores, outdoor areas, parking garages and even in the restaurants, state-of-the-art WiFi has been installed so guests can surf the Web using our *Outletcity freeWiFi* – for free of course. At the same time, the WiFi network enables guests to use the tools we have developed in-house such as *Mobile Check-In*. This particular tool proved itself during the busy days on and around Black Friday in our stores. The tool provides guests the ability to check into their favourite stores via QR code on

their smartphone. This check-in functions like a virtual queue which enables guests to make better use of their time and enjoy a coffee or visit another store instead of waiting. This also naturally prevents lines from forming and thus helps to enforce social distancing guidelines, and now also forms an integral part of the health and safety regulations of Outletcity.

A requirement for and important part of the Mobile Check-In is the people counting system *sensalytics* by tectuality GmbH. All of our facilities in and outdoors are equipped with sensors that constantly measure how many guests are in any given place and any given time. Naturally, this data also complies with the highest GDPR data standards. Alongside the strategic and operative sales direction, *sensalytics'* internet interface make further services possible which all play an essential part in supporting the current social distancing measures. The stores thus use an app that provides the current number of visitors in the store versus the maximum capacity, so that employees can react in real time to high numbers of incoming visitors and prevent the current customer limit from being exceeded.

One of our other features, *virtual shopping*, also helps to protect our guests during these times by turning the classic shopping trip into a digital experience. This is achieved through the *Outletcity WhatsApp Service*.

Many of our most loved premium and luxury brands are standing by to assist customers in finding their desired items sending these to the home, upon request. Those who wish to enjoy this service in store exclusively can simply book an appointment via the WhatsApp tool.

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Another important service for our guests is the *Outletcity App* for Android and iOS which provides information on brand locations, available parking spaces, service offers and current deals. As a part of our continuous digitalisation, Shopping Passes, which until now have only been available in paper form, are also available in digital format thanks to the app. This increases our guest's comfort and is good for the environment. The app also serves as the registration for *Outletcity Club*, where the customer receives special deals in the form of coupons. Every purchase also counts for points which can be traded for rewards and paves the way for the customer to reach gold status, which comes with even more benefits such as free parking.

Customer Journey on2off2online

Digital tools are also increasingly being used in the stores for customer satisfaction. It is possible, for example, for customers to check out the available articles in the mega stores of Calvin Klein and Tommy Hilfiger in detail before coming to Metzingen at outletcity.com. The customer receives inspiration through a digital view into the shop.

The inventory is regularly updated on the Outletcity website for both stores. At the stores themselves, digital screens equipped with tools such as the Denim Fit Guide or the Style Scanner await visitors. Want to get the right cut of jeans in the right size and then create the perfect look with them? No problem! If the piece is very popular and not available or if trying it on at home is a more appealing choice, it can be easily shipped. All the Outletcity Online Shop customer has to do is scan the locally generated QR code with their mobile device.

The code then links the customer to the product details page for the item in the Outletcity Online Shop. With just one more click, the item is then ordered and billed to the home, for example.

The Omnichannel Outlet

Outletcity Metzingen is bringing shopping on all channels to a whole new level never-before-seen on the international outlet scene.

"The border between the on and offline world in the retail business is growing ever fainter" -- René Kamm, Managing Director of Outletcity Metzingen.

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OUTLET/CITY METZINGEN
BRAND PORTFOLIO



INTERNATIONAL PREMIUM AND LUXURY BRANDS

7 For All Mankind	Fossil	Missoni	Sigikid
Adidas	Furla	Miu Miu	Storck
Aigner	Gant	Moncler	Strellson
Alberta Ferretti	Gucci	Möve	Sunglass Hut
Armani	Guess	Moschino	Superdry
Bally	Hackett	Napapijri	Swarovski
Bogner	Hogan	Nike	Swatch
Boss	Hour Passion	Oakley	Ted Baker
Bottega Veneta	Jack & Jones	Only	Tefal
Breitling	Jimmy Choo	Pandora	The North Face
Burberry	Joop!	Patrizia Pepe	The Cosmetics Company
Calvin Klein	Karl Lagerfeld	Petit Bateau	Tchibo Prozente
Car Shoe	Kate Spade New York	Peuterey	Timberland
Coach	Kennel & Schmenger	Philipp Plein	Tod's
Converse	Kids Around	Polo Ralph Lauren	Tom Tailor
Crocs	Kipling	Porsche Design	Tommy Hilfiger
Desigual	Kjus	Prada	Tory Burch
Diesel	Kneipp	Puma	Tumi
Dockers	Lacoste	Ravensburger	Under Armour
Dolce & Gabbana	Lambert	Reebok	UGG
Douglas	Le Creuset	Roger Vivier	Valentino
Ecco	Levi's	Rosignol	Vero Moda
Ermenegildo Zegna	Liebeskind	s.Oliver	Versace
Escada	Lindt	Salvatore Ferragamo	Vilebrequin
Esprit	Loro Piana	Samsonite	Villeroy & Boch
Estella	Mammut	Sandro	Watch Station
Etro	Marc O'Polo	Schiesser	Windsor
Fabiana Filippi	Max Mara	Scotch & Soda	WMF
Falke	MCM	Seidensticker	Zwilling
Fendi	Michael Kors	Sergio Rossi	

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OUTLET/CITY METZINGEN

COMMUNICATION AND EVENTS



Communication

From the company's own website with circa 33 million hits per year, 2.5 million newsletter subscribers and carefully curated online sales strategies, Outletcity Metzinger utilizes its communication channels to great effect. The company's profile is also represented on the most important social media platforms. Channels such as Facebook, Instagram, YouTube, including the Chinese platforms Weibo and WeChat are regularly updated with high-quality content.

*By sales area or size - Market report "Outlet Centres in Europe", p. 25 (December 2020) produced by ecostra GmbH, www.ecostra.de/studien_und_marktberichte/outlet-centres-europe_2020-12.pdf

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