

Beauty and fashion retailer partners with SkillNet to improve store experiences

Campbell, California Nov 6, 2022 ([Issuewire.com](https://www.issuewire.com)) - The client is a European, family-owned beauty and fashion retail brand that empowers people to reinforce their self-esteem and find their own expression. Their focus is on providing a rich 'Customer Experience' for shoppers in stores and online. They chose SkillNet Solutions, Makers of Modern Commerce and a global leader in digital transformation, to support their modernization program and replace their store systems.

In order to provide an enhanced digital experience to shoppers, the legacy software from the late 1990s was replaced with [Oracle Retail Xstore Point of Service V21](#). To ensure real-time sales updates and seamless back-end transactions, the retail systems were integrated with back-end ERP systems.

The pilot program, which was completed in August 2022 by SkillNet, was so successful that the roll-out was accelerated across the business. SkillNet's [Store solution](#) which included customer-facing screens and mobile solutions transformed shoppers' in-store experiences. As of early October, the majority of the stores across the brand were migrated to the new [Oracle Retail Xstore Point of Service V21](#). The solution which maximized the inherent capabilities of the Xstore V21 helped increase customer engagement in the store. This has led to increased conversions in-store transactions.

Based on the success of the modernization program, the client is planning to expand and migrate to [Oracle Retail Xstore Suite V 21.0](#) across countries (including Italy, France & others in Europe and Hongkong, Taiwan, Singapore & others in Asia). There are also plans to extend the program across brands.

SkillNet has also been awarded the support contract for this POS modernization program.

About SkillNet

SkillNet is an Oracle Retail Solutions implementation and integration partner. Our Store Solutions team has supported over a hundred customers in their on-premise to cloud journeys. Apart from Oracle Retail Xstore Point of Service V21 expertise, Skillnet also supports other products in Oracle Retail Suite such as [Merchandising operations Management](#), Planning & Optimization, and Supply Chain Management.

[Contact us](#) for more details or if you would like to discuss how we can help you optimize your retail systems to increase conversions in stores!

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