

# STENTLE

STENTLE  **MCUBE**  
A COMPANY OF GROUP

# Stentle's History

Stentle is an innovative Italian startup born in 2015 with the aim of providing its customers with tools and ideas to be able to tackle **omnichannel initiatives** in the world of retail.

Founded by a team of former consultants and business executives with more than 40 years of experience in the field of digital innovation projects, today Stentle has a dual soul, in fact it combines **technological skills** and **design thinking methodologies**.

Stentle is able to accompany companies in all steps of the **digital transformation process**, from strategic planning, to experience design and software development.

Starting from the Just Commerce proprietary platform, Stentle offers to its customers the **JC Apps**, business units ready for use, designed to respond promptly to real needs observed in the field.

# Stentle's History

Stentle's solutions, integrating with the legacy systems of the customer brand, allow to support the **entire commercial process**, from customer engagement to final purchase.

Stentle is therefore able to offer value thanks to multiple **services and tools** that serve to make the customer journey continuous through all physical and digital touch points, as well as support the development of **new digital business models**.

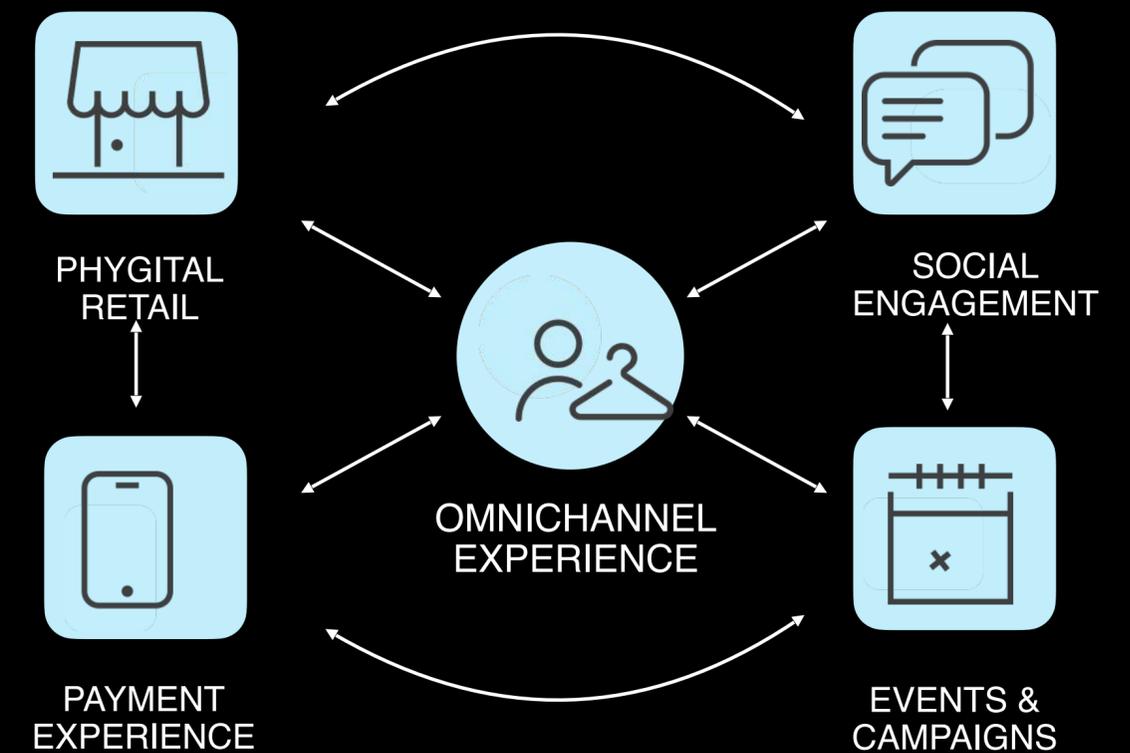
In 2019 it became part of the **M-Cube group**, which immediately grasped the potential and strategic importance that the collaboration of the two companies could generate for the customer portfolios of both.

In 2020 it won the award as the **most innovative Italian company** for services offered to retail by Confcommercio.

# Corporate Vision: Omnichannel Retail

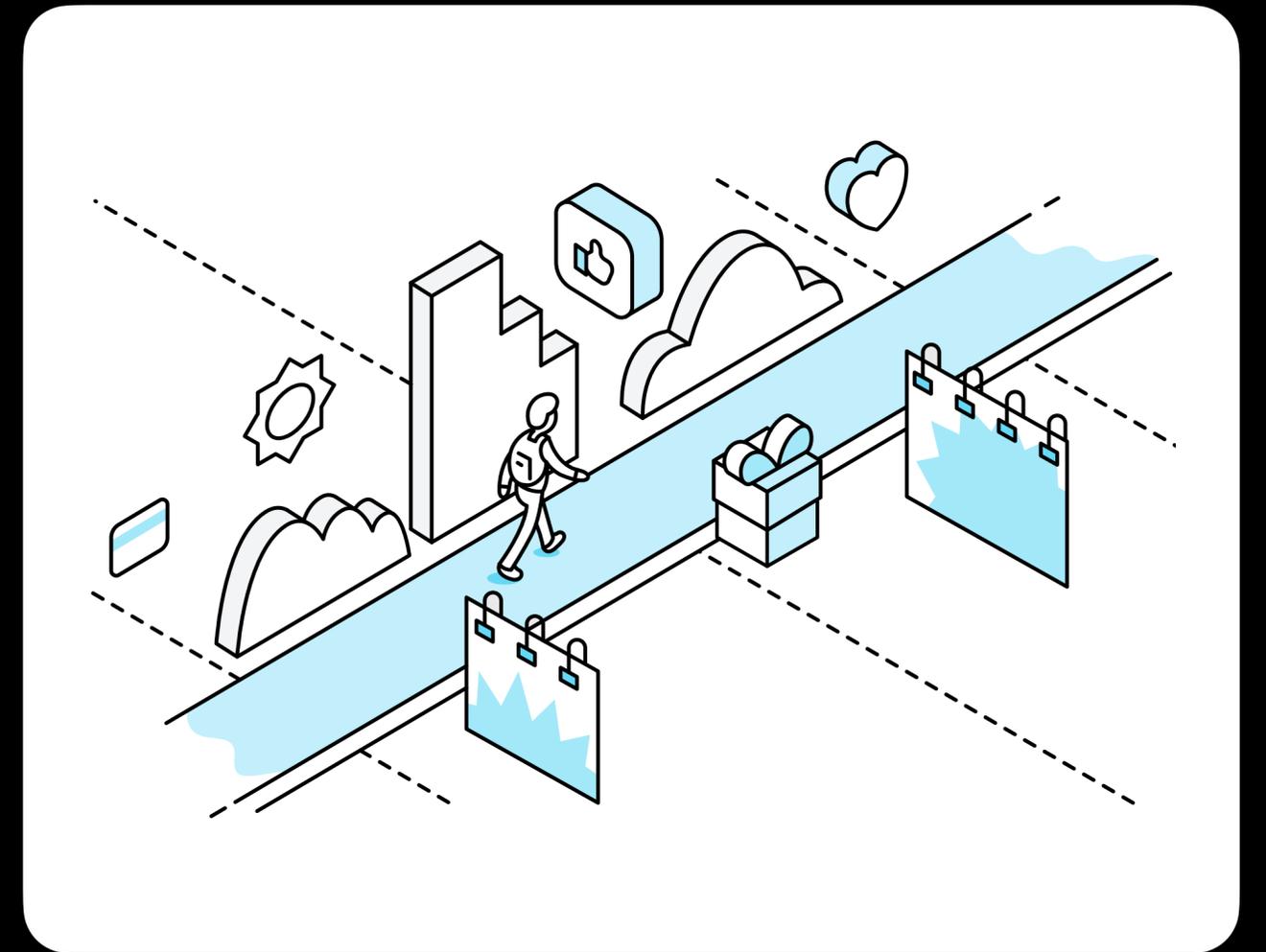
Customers want to choose independently when, how and why to interact with the service or product based solely on their **needs, habits and motivations**. As a result it becomes very important to immediately respond through a **vast spectrum of channels** to their request, reassuring them of the stability and reliability of the key functionalities.

In every phase of the experience, the **Omnichannel ecosystem** must be ready to respond **simultaneously**, to ensure the passage of **data** and information between the channels and to guarantee the systems' ability to process the order.



# Corporate Mission

We support companies that want to transform their **customer engagement** and **sales processes** toward a **Phygital World** from the **design of the experience** to the adoption of **digital and smart tools** (Artificial Intelligence, IoT devices, Interactive Screens, NFC etc) that can run on our **Just Commerce platform**.



# Our Value Proposition

Minimum **V**iable **S**ore



## JUST COMMERCE PLATFORM

To execute OMNICHANNEL customer journeys EMPOWERING physical stores and integrating existing INFORMATION SYSTEMS.



## CUSTOMER EXPERIENCE DESIGN

To identify for each target PERSONA the most relevant CUSTOMER JOURNEY across all possible TOUCHPOINTS.

MVS

# Just Commerce Platform

Minimum Viable Store



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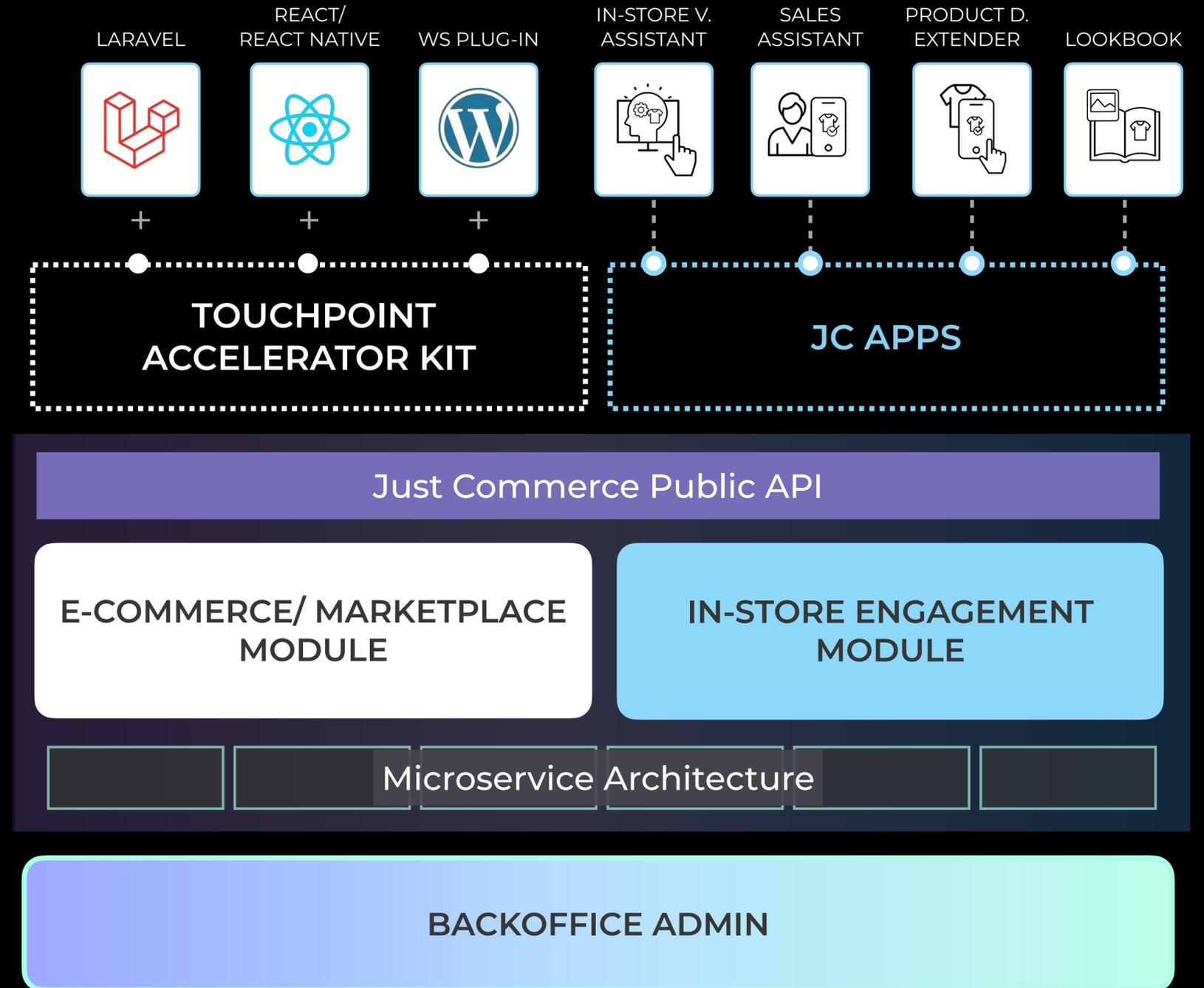
MVS

# Just Commerce Platform

Stentle continues to develop and release **new solutions** on top of **Just Commerce** to even more accelerate the realisation of new and engaging **Customer Experiences**.

Every **Touchpoint Accelerator Kit** will enable the deployment of Omnichannel Commerce initiatives.

**JC Apps** are **off-the-shelf** solutions that can be customised and run in physical stores to increase Customer Engagement and Sales Associate superpowers.



# Just Commerce Platform: Modules



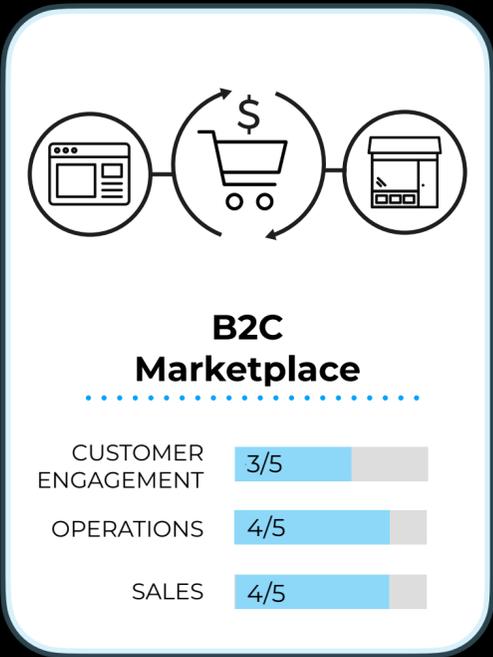
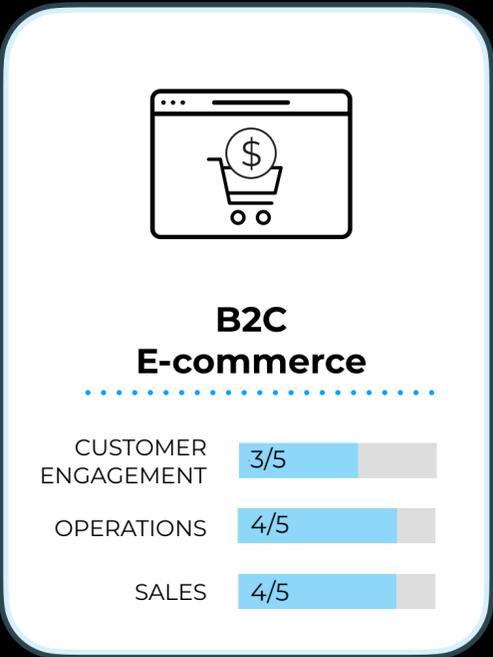
Digital Solutions enabling  
E-commerce and Marketplace  
experiences



Phygital Solutions enabling  
In-store customer engagement  
through JC Apps

# JC Platform: E-commerce | Marketplace

JC Apps are off-the-shelf business functions created for in-store engagement



# B2C E-Commerce



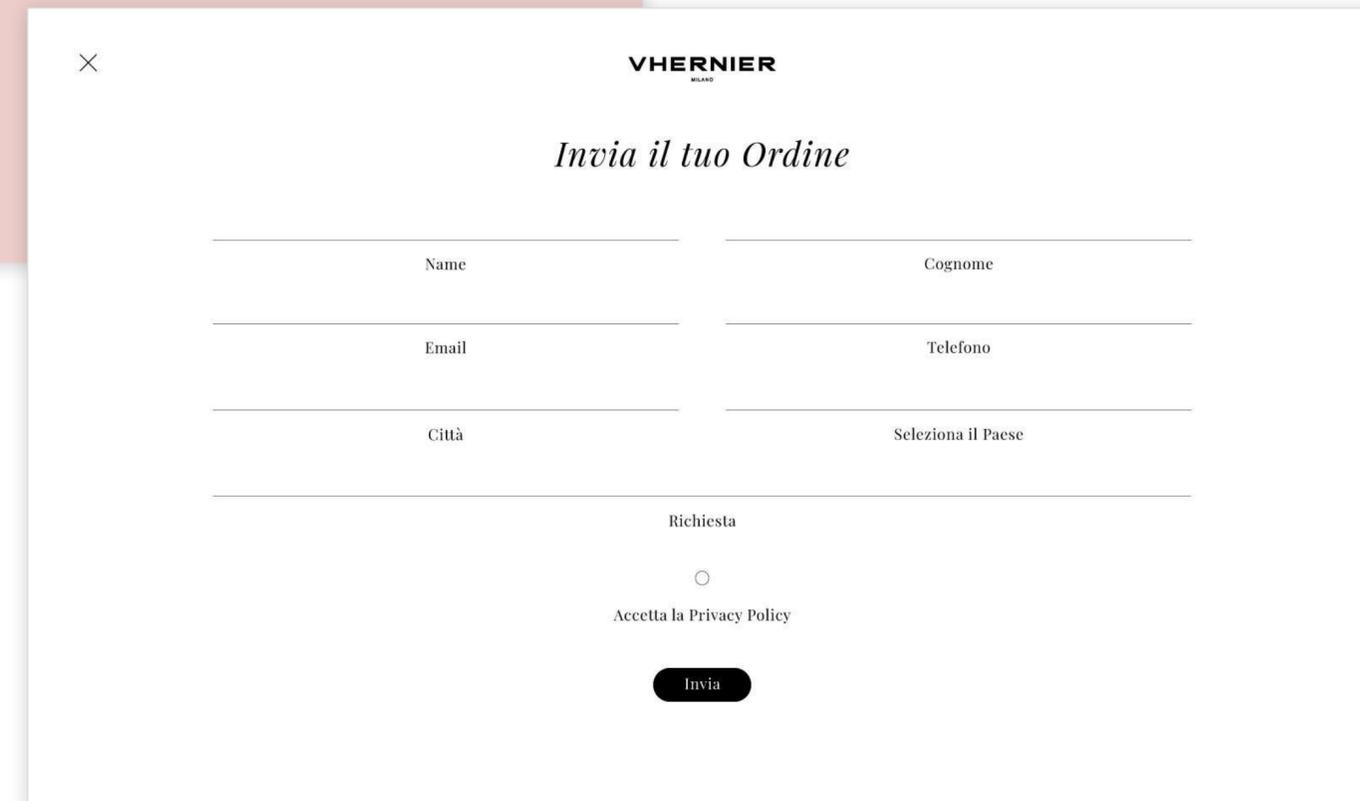
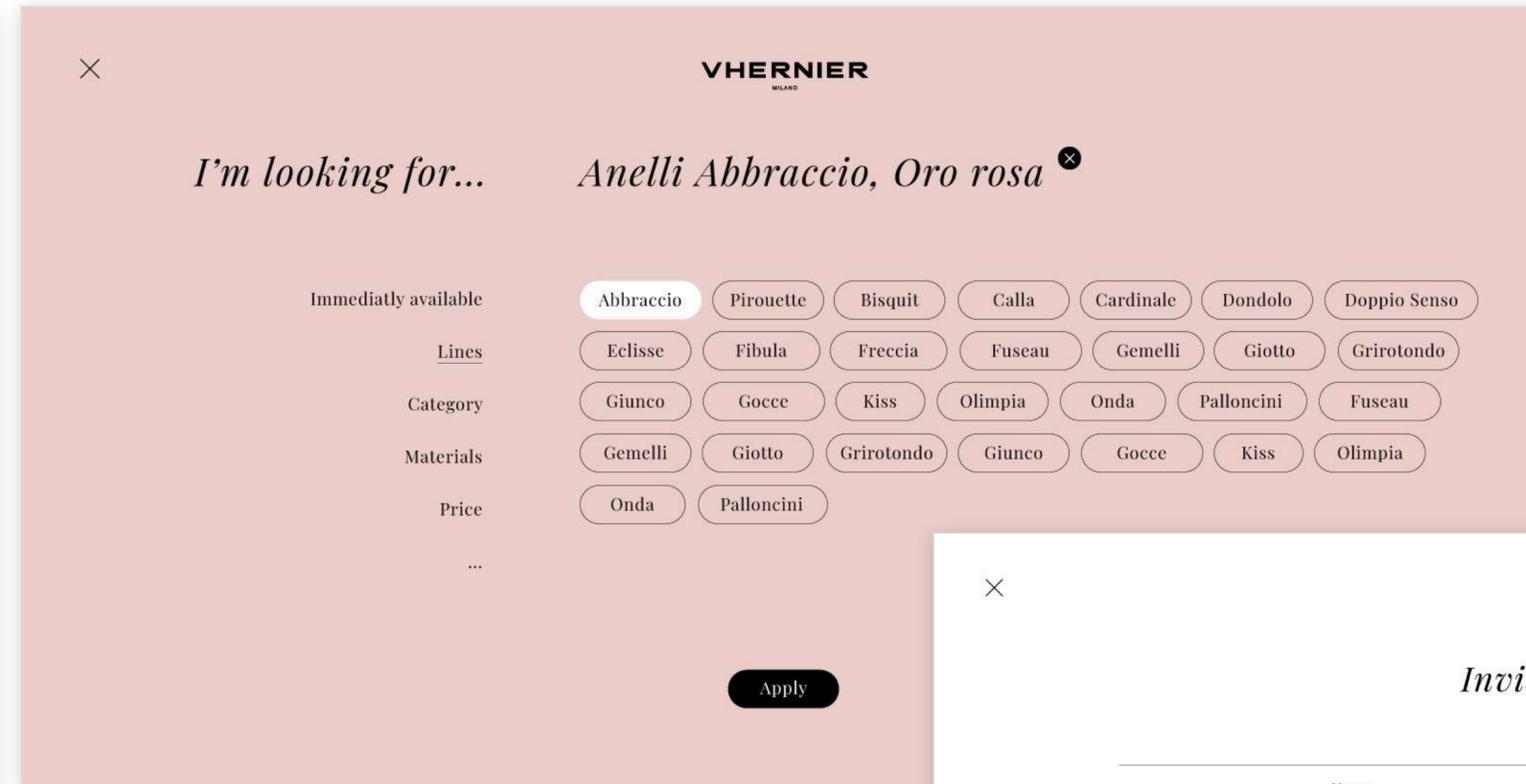
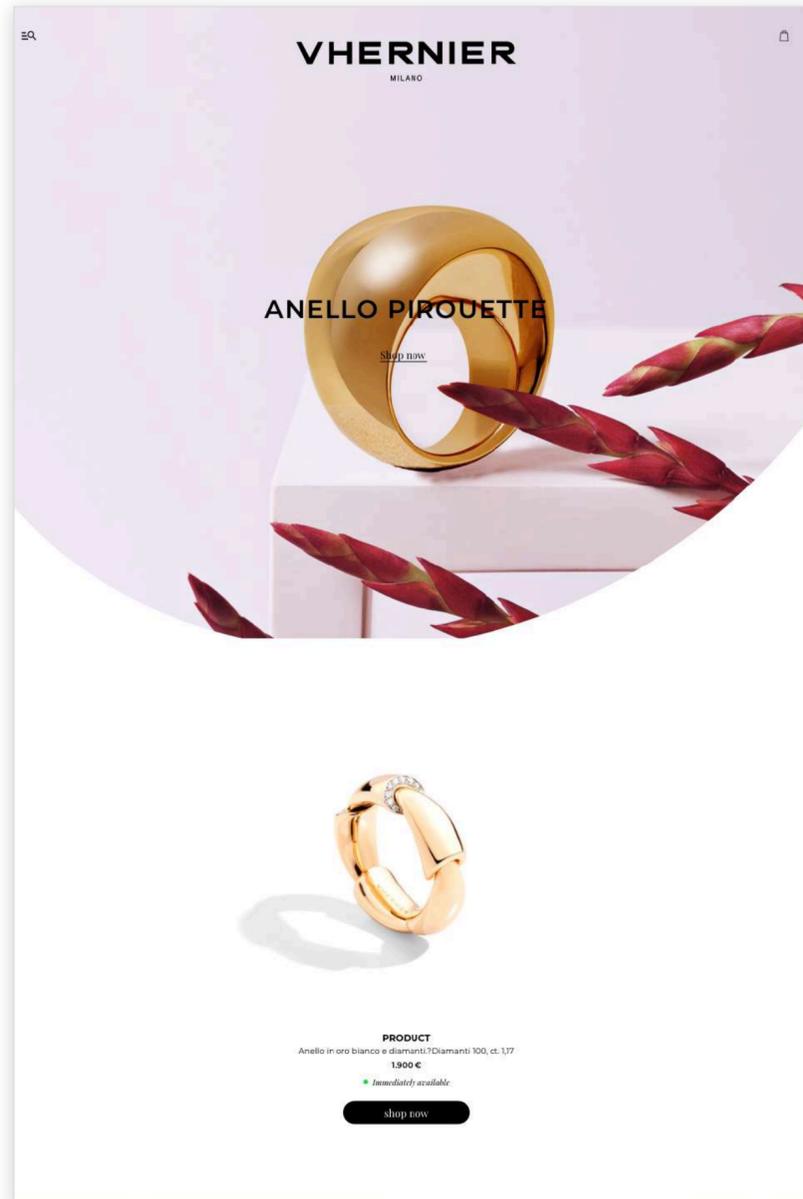
**B2C E-commerce** refers to a JC solution that allows **Retail Brands**, mono and multi stores, to create a direct to consumer sale channel.

With this solution brands can create their **own e-commerce website**, with the possibility manage the **editorial aspects autonomously** (Wordpress plug-in).

The design of the frontend will is **highly customisable** according to brand identity.

JC E-commerce solution will provide a ready infrastructure to manage products, transactions and several delivery options (click&collect/click&reserve/home delivery).

# B2C E-Commerce



**VHERNIER**  
MILANO

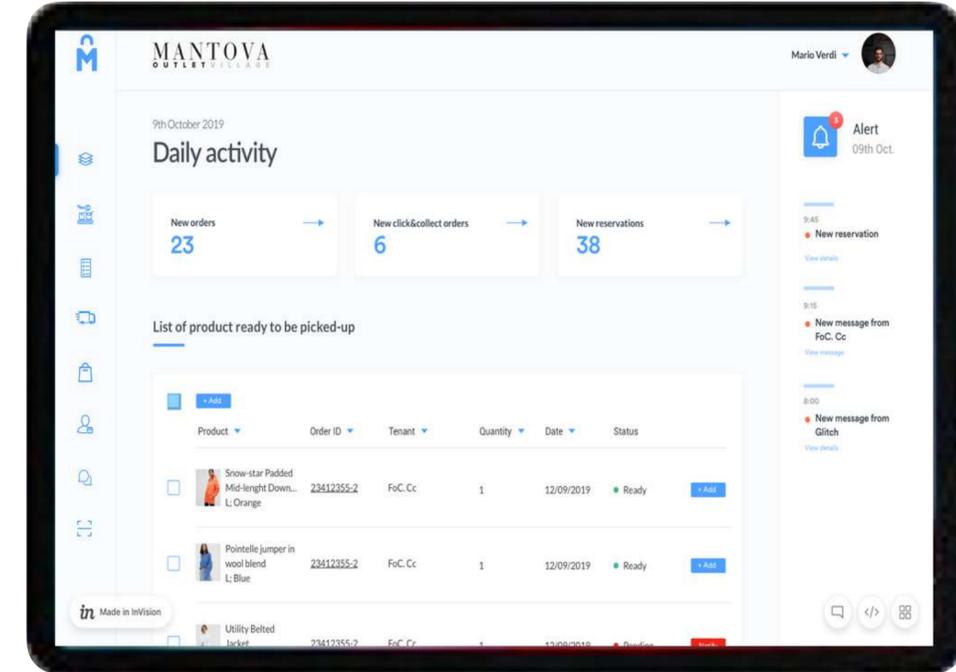
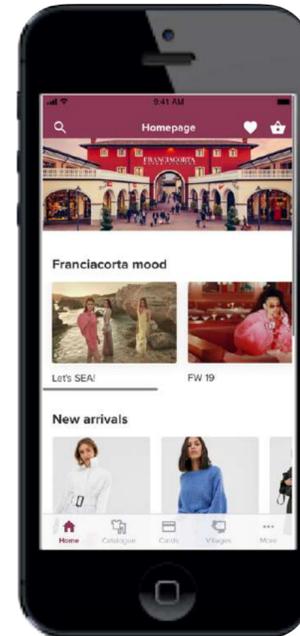
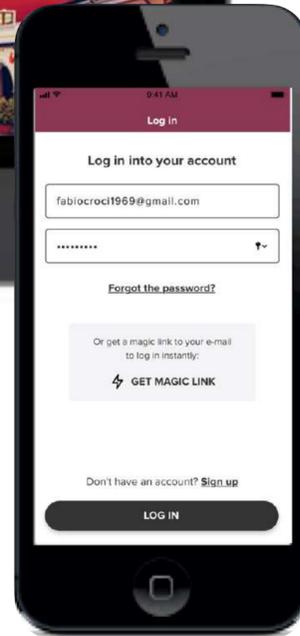
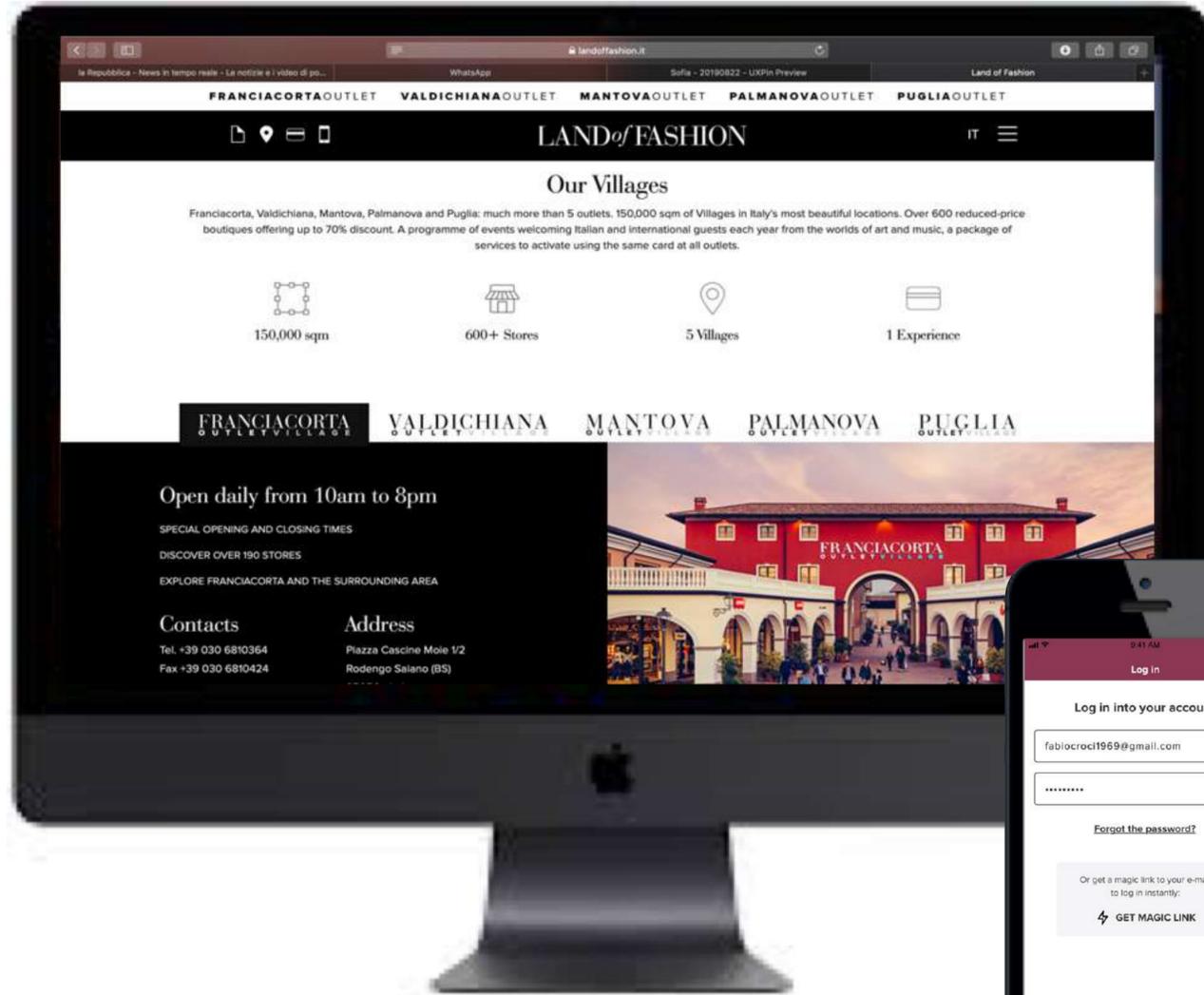
# B2C Marketplace



**B2C Marketplace** refers to a JC app that allows **real estate operators** (land lord, area manager) to create and manage their **own marketplace** that can host **many different tenants** and **millions of product**.

JC Marketplace solution will provide a **ready infrastructure** to manage products, transactions and several delivery options (click&collect/click&reserve/home delivery).

# B2C Marketplace



# JC Platform: JC Apps

JC Apps are plug-and-play business functions created for in-store engagement

IN-STORE  
ENGAGEMENT  
MODULE

## JC APPS



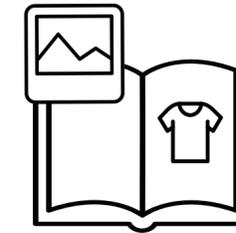
### In-Store Virtual Assistant



### Sales Assistant



### Product Digital Extender



### Lookbook



# JC App: In-store Virtual Assistant

App Description



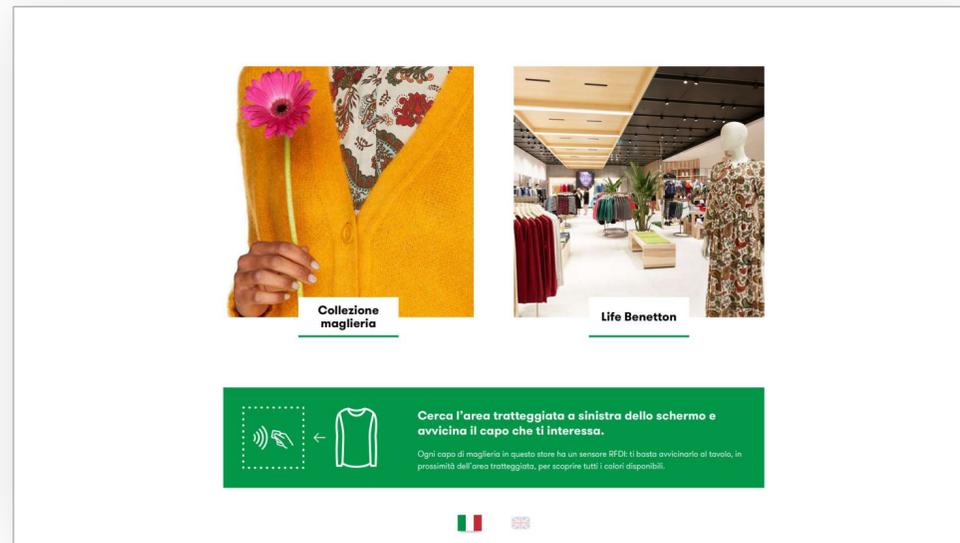
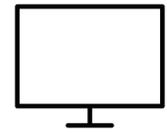
**In-store virtual assistant** refers to the use of an in-store touchscreen/kiosk that enables customers **to virtually browse** a wide range of products that are either out of stock or not sold in-store and to communicate directly with sales assistant.

Information about customer interaction and preferences can be **collected**.

# JC App: In-store Virtual Assistant

## Visual Examples

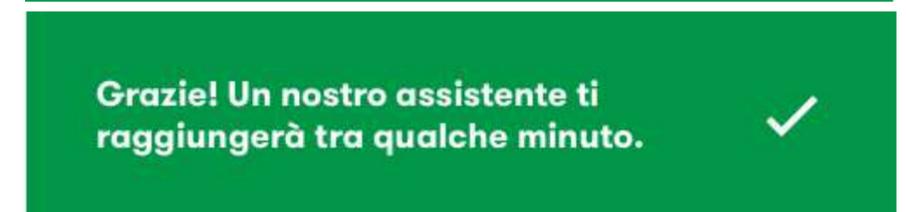
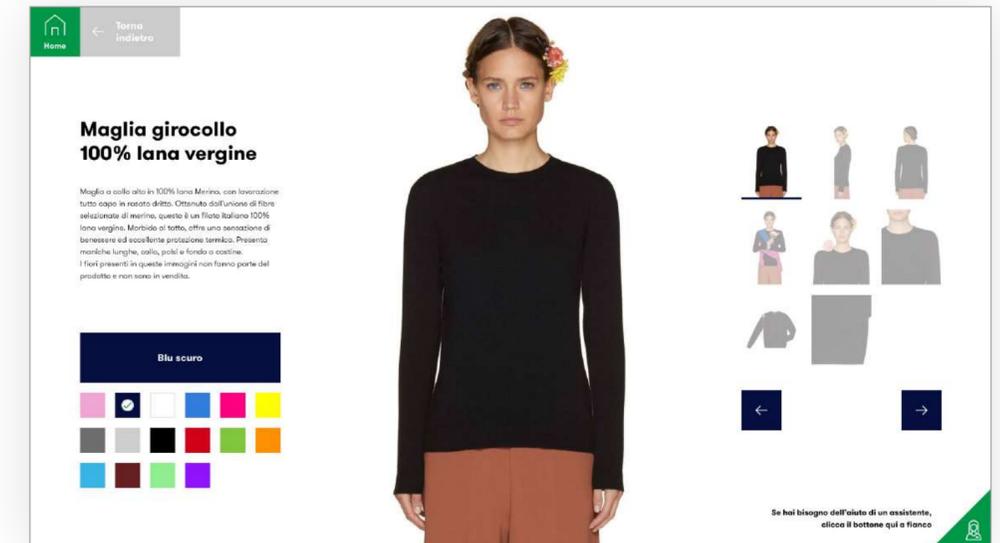
TOUCHSCREEN  
KIOSK



Product categories



Check availability



Call an assistant

# JC App: Sale Assistant

## App Description



**Sale Assistant** indicates a JC app that empowers in-store associates with operational capabilities and relational ones for a optimised management of in-store operations and a personalised and engaging customer service.

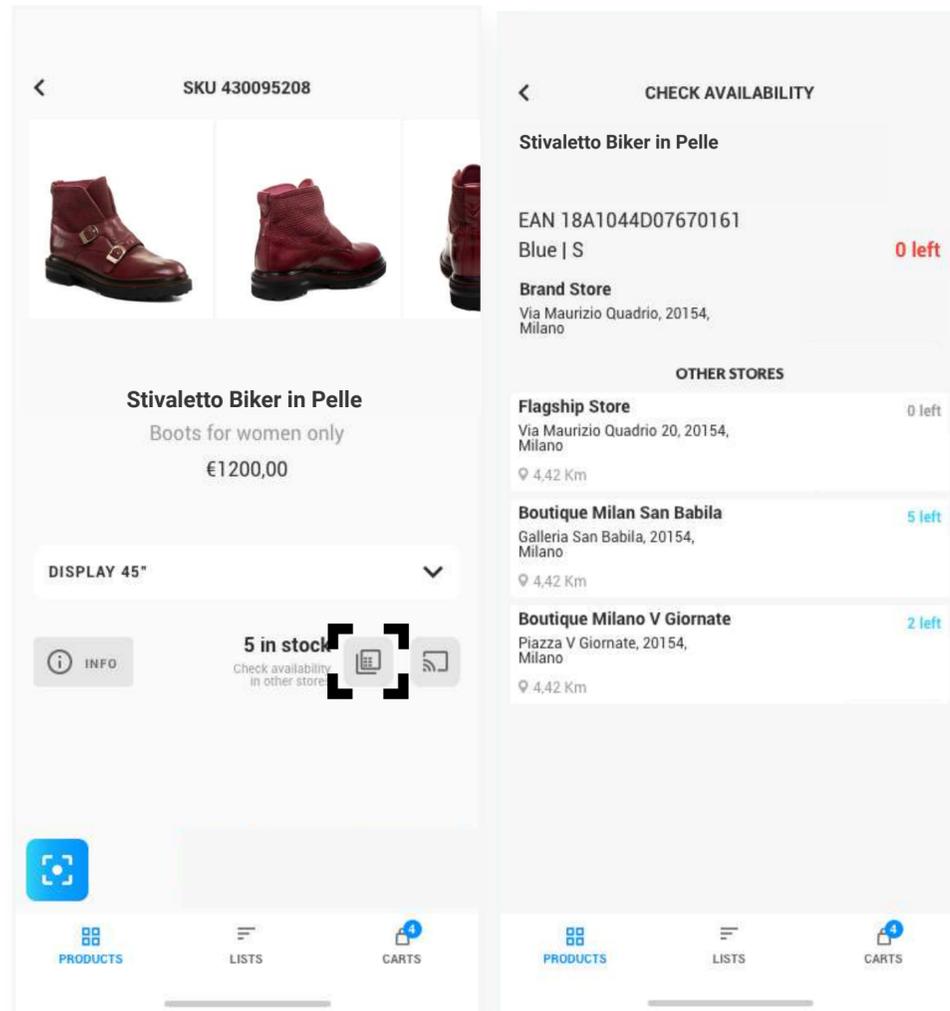
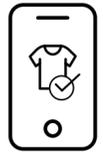
Through the app they can **browse the catalog** and **check for availability in-store** and in other stores, book products in other stores and accept/deny booking from other stores. Using the app they can check **customer profiles**, with information about previous online offline interactions, marketing activities, and recommended products for upselling/crossselling.

The app allows them also to share with in-store screens (fling) images and contents to engage the customer.

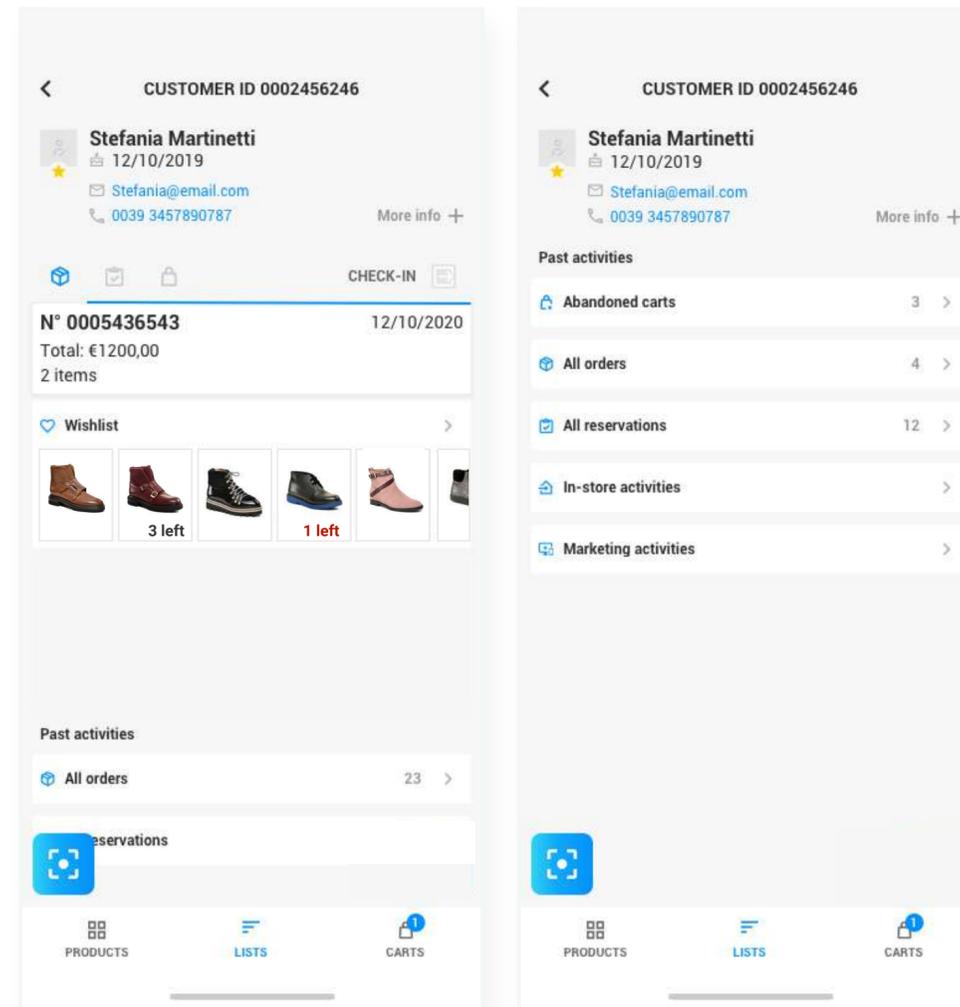
# JC App: Sales Assistant

## Visual Examples

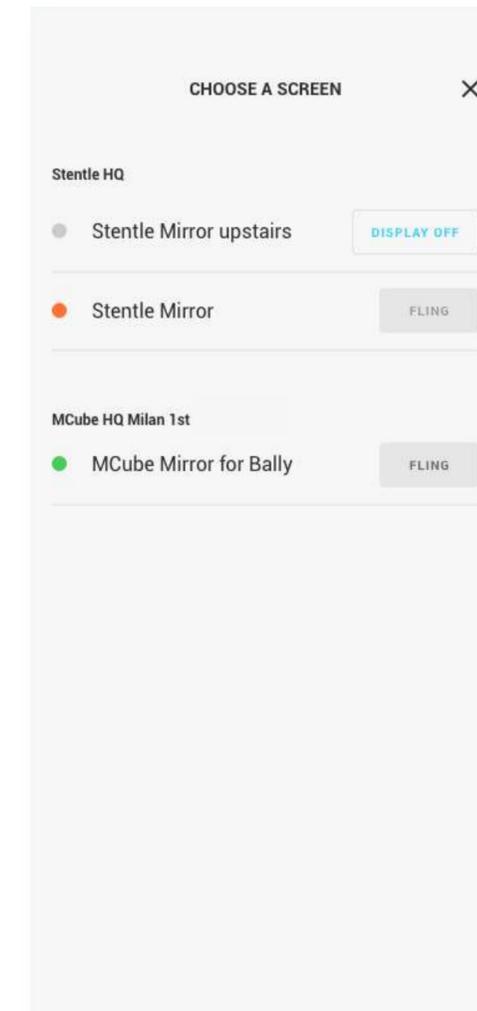
SMARTPHONE  
APP



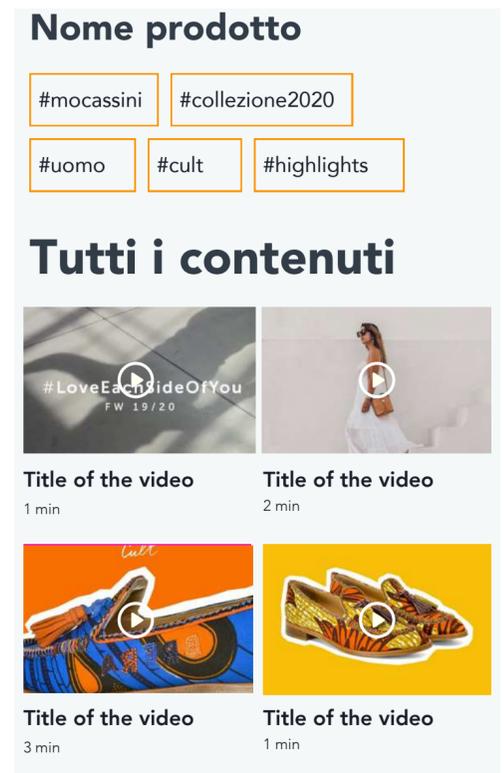
**Product page**  
**Check Availability**



**Customer Profile**  
**Past Activities**



**Fling**



# JC App: Product Digital Extender

App Description



**JC Product Digital Extender** refers to **context specific Web app** triggered by **QR Codes/ Barcodes** attached to specific areas of the store or product labels.

The use of this app allows the augmentation of physical reality with a **digital layer**.

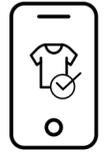
This digital layer of information, videos, related products, and more can be accessible by the customer through **his smartphone**.

JC Platform will host all the information associated with the product allow personalisation of the app layout according to brand identity.

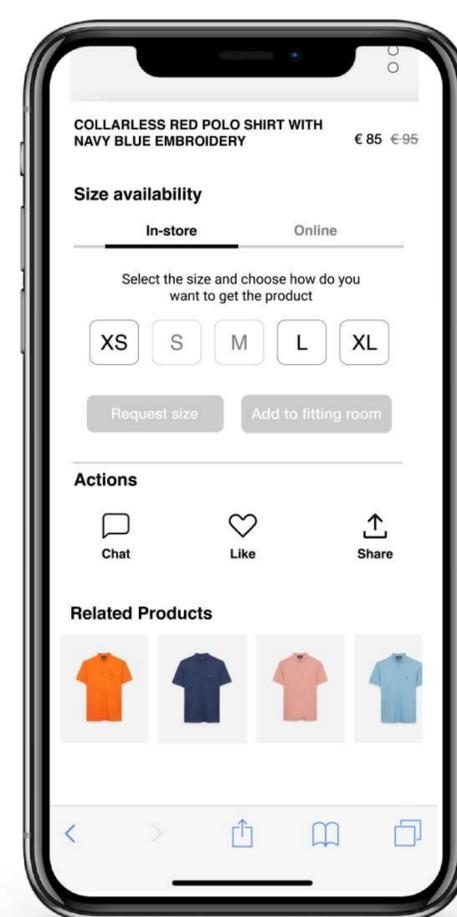
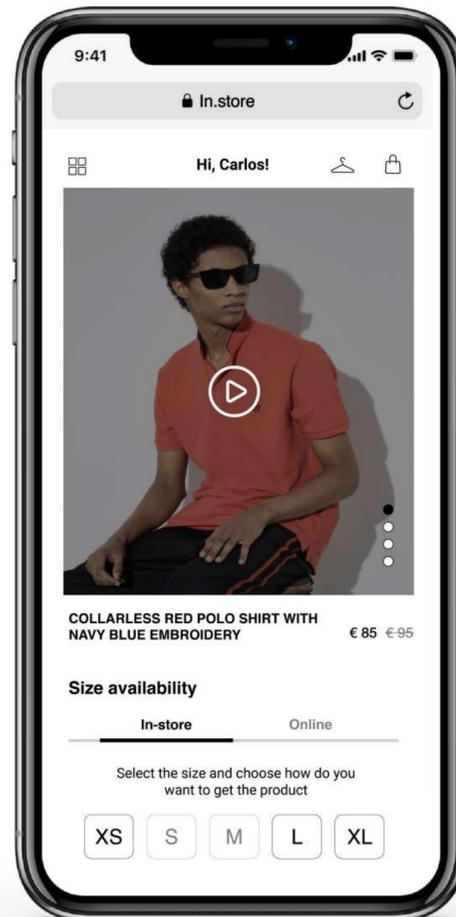
# JC App: Product Digital Extender

Visual Examples

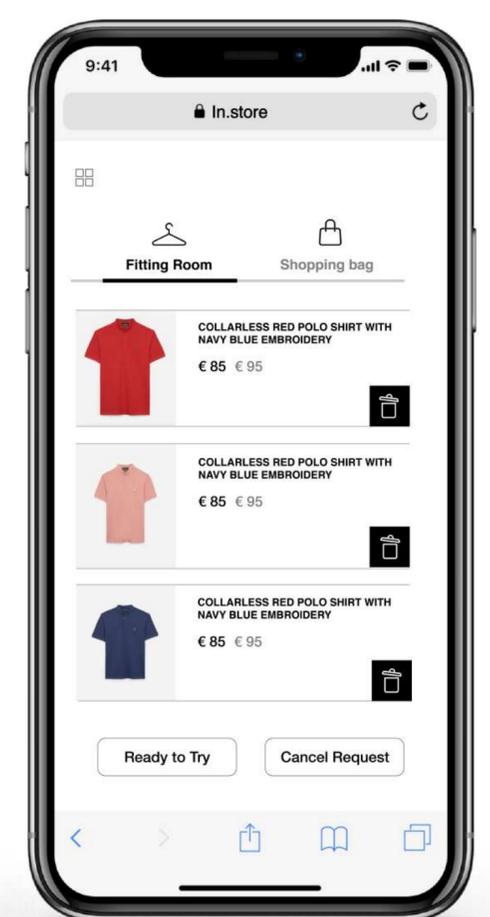
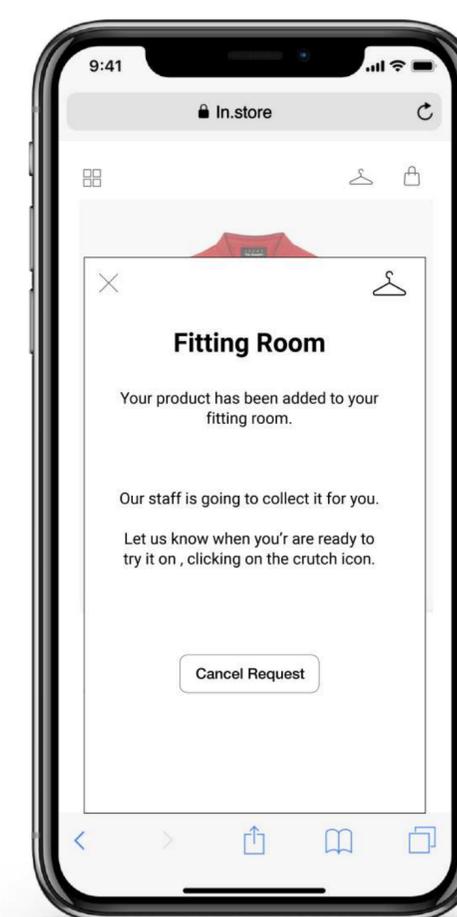
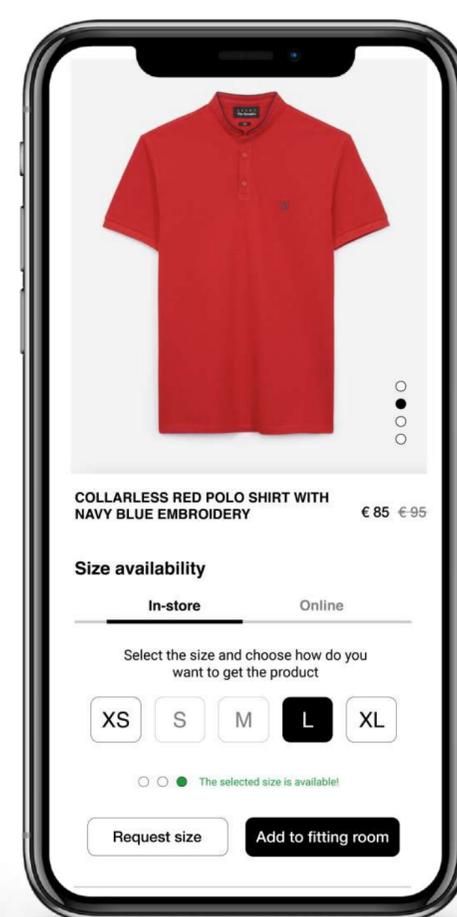
SMARTPHONE  
MOBILE WEB APP



QR Code/Barcode Scanning



Advanced product Page Availability in store



Fitting Room preparation Fitting Room list

# JC App: Lookbook

App Description



**Lookbook** refers to the use of an **in-store touchscreen** that enables customers to virtually browse a HQ images from the collection items and related media content.

Customer can **check product availability** in-store and in other stores and discover related products.

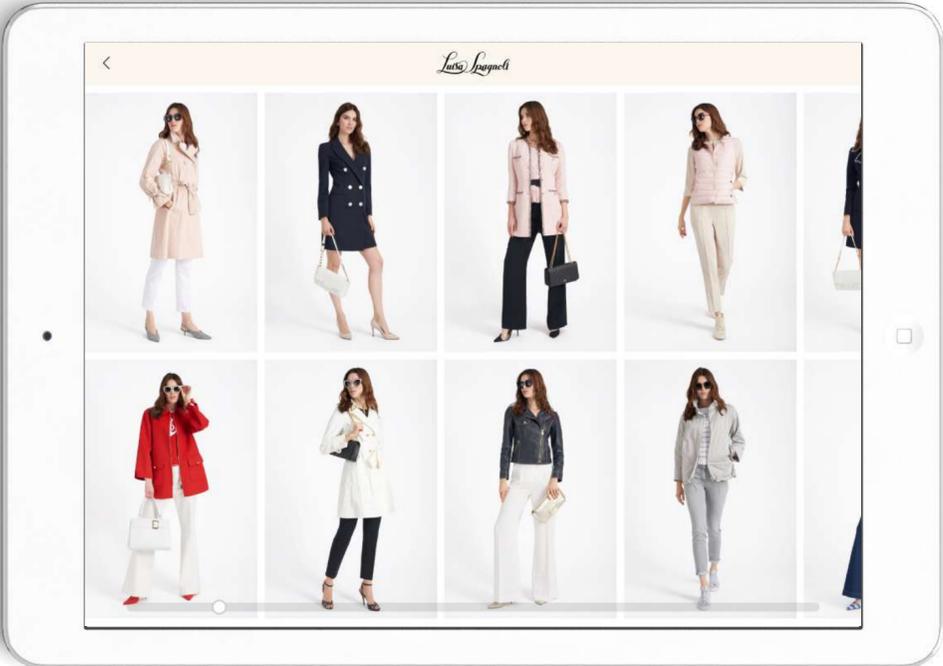
Shop assistant can **share their screens** with in-store **displays**. Products and related media contents can support the sale ceremony.

Statistics about customer interaction are generated for store managers and business.

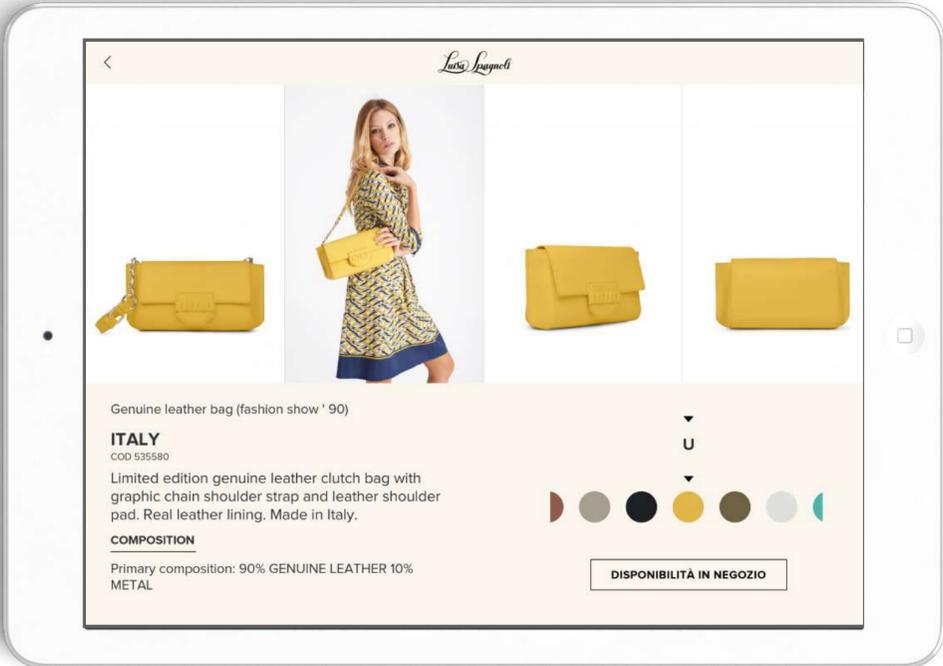
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## App Description

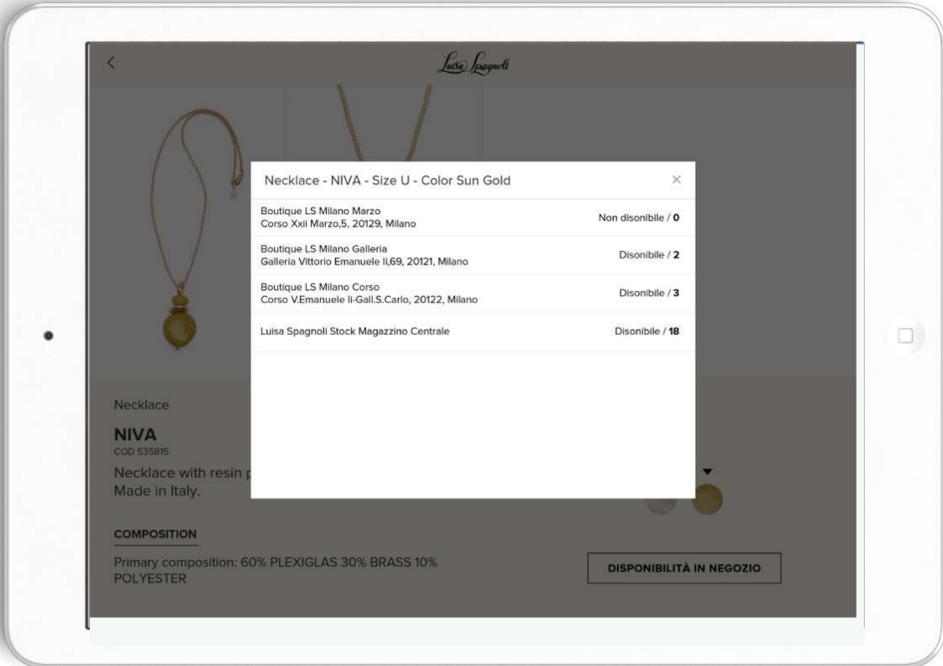
TABLET  
APP



Product catalog



Product details



Check availability



Fling

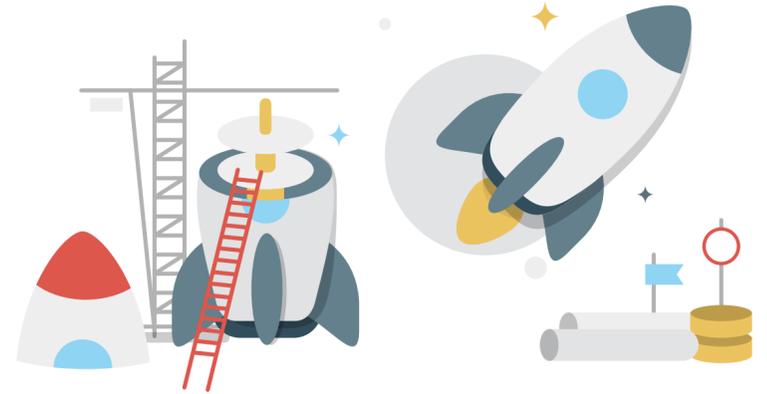
# Just Commerce Platform

Minimum Viable Store



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**CUSTOMER EXPERIENCE DESIGN**

To identify for each target PERSONA the most relevant CUSTOMER JOURNEY across all possible TOUCHPOINTS.

MVS

# Customer Experience Design

## GOALS

- Understand and adopt a **customer centric approach**
- Validate your assumptions about what your customer want and need
- Design Customer Journeys and related touchpoint
- Design & Test a Visual Prototype for the identified Customer Journeys

# Step 1 - customer validation

## QUESTION TO BE ANSWERED:

- Who are your customers?
- Do customers want your solution?
- What are some use cases we should plan for?

## Activities:

 Customer fieldwork: interviews and ethnography

 Customer journey mapping workshop

## Deliverables:

- Personas
- Prioritised list of candidate scenarios to be evaluated

# Step 2 - co-design

## QUESTION TO BE ANSWERED:

- What are the user needs for each step of the journey?
- How do the company should respond to each needs in each step?
- Which features / touchpnts are most important?

### Activities:



### Deliverables:

- (A selection of) detailed customer journey maps

# Step 3 - prototype & test

## QUESTION TO BE ANSWERED:

- How the touchpoint identified and designed in the Customer Journeys are perceived by the users?
- What should be a possible gradual introduction of touchpoints/services in the most relevant Customer Journeys?

### Activities:



Design studio



MVP Testing

### Deliverables:

- Prototype (as potential input for development roadmap) of the most relevant touchpoint
- (optionally) Service Roadmap



## Natalya

32 / Female  
single room



Fashion Magazine  
Owner



MBA



€ 400.000



Single



Russian  
English



Sant.  
Petersburg



Orthodox  
(no practice)



Russian



Lesbian

“PERSONAL MOTIV”  
*Build your own lifestyle*”

### CUSTOMER STORY

Natalya heard about ZEM , she wants to stop smoking and write about this experience on his magazine and on social networks, so that she become a fashion/lifestyle icon in Russia.

### MEDIA USE

f t socials



mobile



wearables



smart home



### CUSTOMER'S NEED / PROBLEM

1. Constant validation / Positive feedback
2. Always look pretty
3. Schedule flexibility

## Persona

The identikit of the types of users of the service: their needs, their histories, the objectives, the motivations and the habits of use necessary to design services, products and useful solutions.



**PATRICK**

28 / male

**Touchpoint map**

Where

What

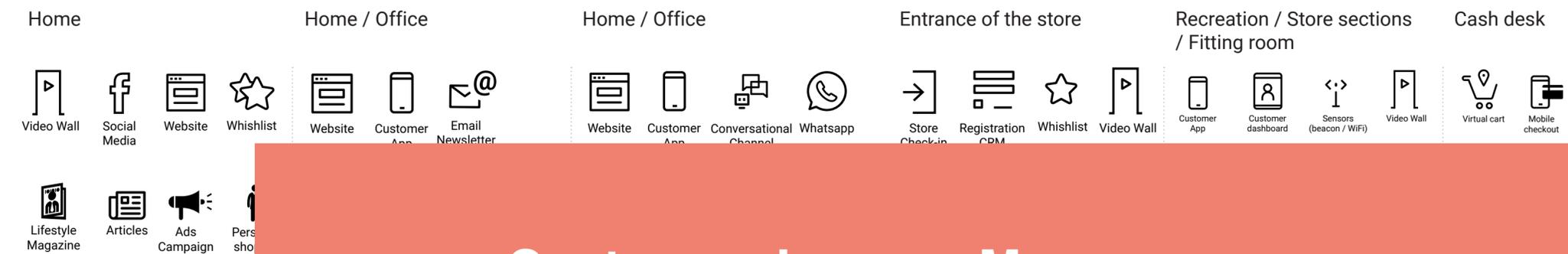
Digital

Human / Analogic

### BEFORE EXPERIENCE



### DURING EXPERIENCE

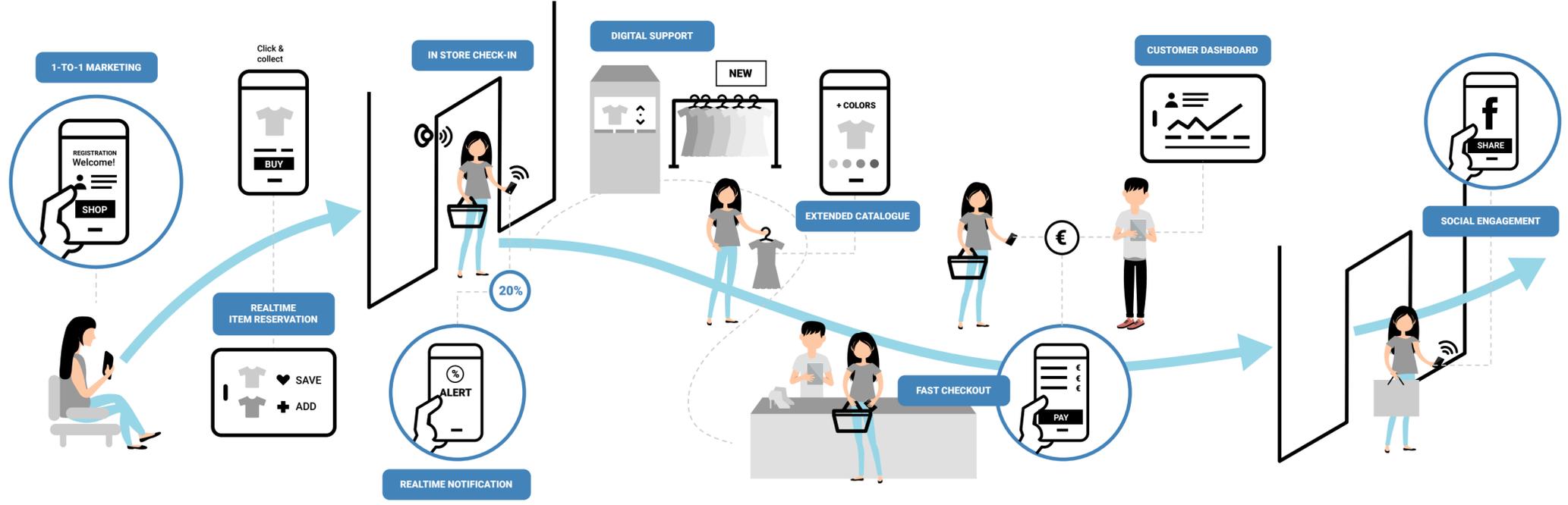


**Customer Journey Map**

By viewing the chronology of customer interactions we help to discover and exploit several possible strengths or weaknesses that exist in the user experience.

# Customer Centric Approach

Omnichannel  
**Customer Journey**  
personalised based  
on **business needs**



## Just Commerce

- ERP
- CRM
- POS
- E-COMMERCE
- BI

Video Playlist  
Manager

Audio Playlist  
Manager

# The socialite student

**Sheng** 23 years old

**Name** Sheng  
**From** Hong Kong  
**Age** 23  
**Income** 3000€/month from her parents  
**Occupation** Student  
**City** Milan

She studies design at NABA. She lives in the city centre, near Porta Romana. She shares a **multicultural flat** with two friends, from Sweden and Italy. She has moved to Italy to **discover Italian culture** and high fashion. She manages her free time between studying and shopping. She likes to hang out with her **friends** sharing her experiences on **Instagram** and **TikTok**.

## She goes to the café because...

- She needs a **comfortable and cool place** to study with her colleagues.
- She likes to drink coffee while eating
- She is curious about **non-conventional/traditional coffee** flavours

## Digital experience

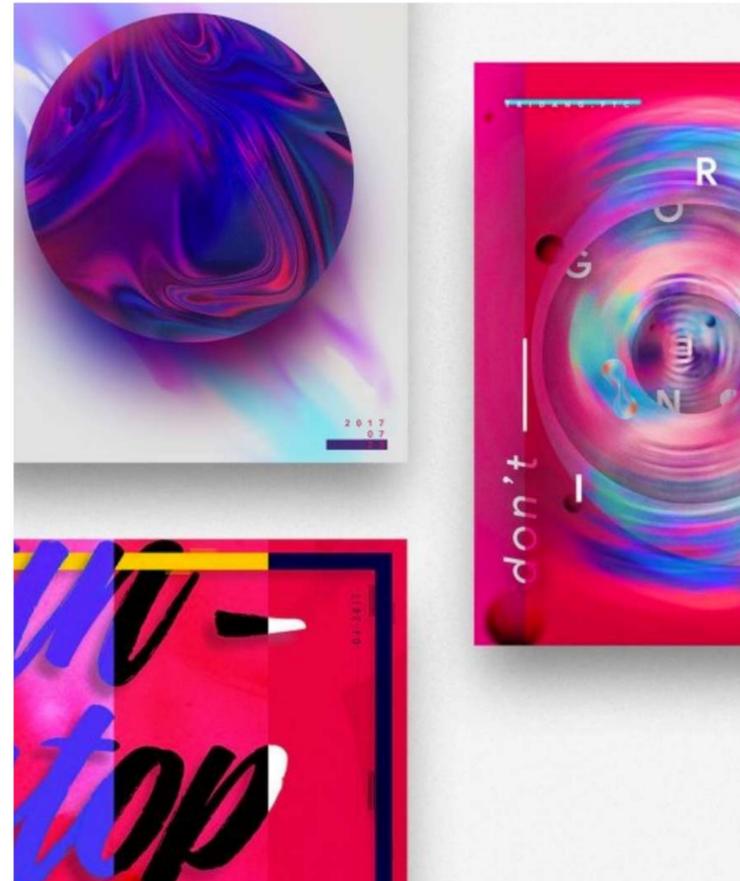
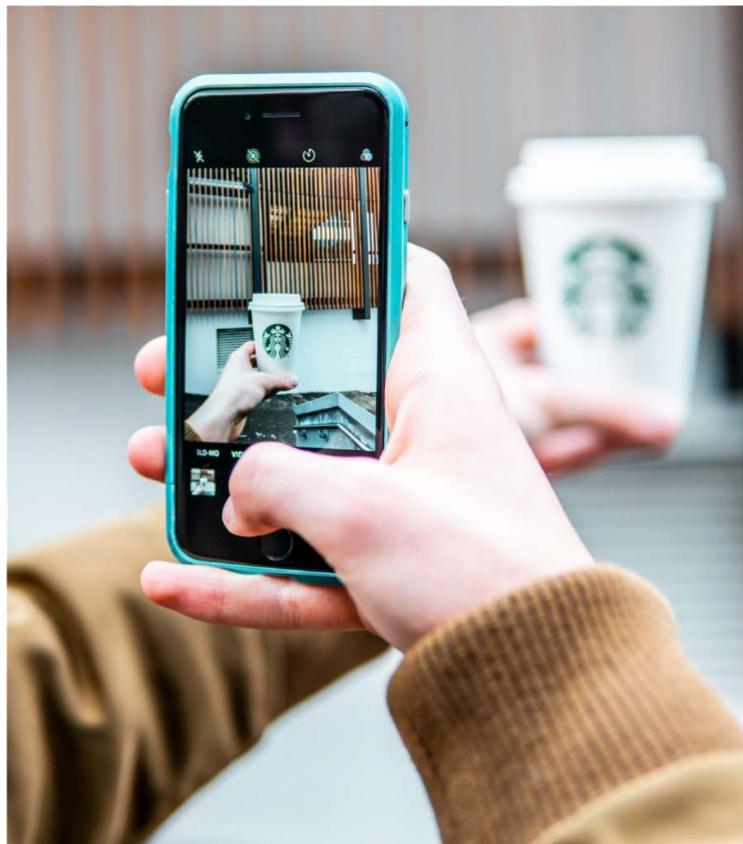
- Uses mobile most of her day **chatting** and **posting online**
- Uses **laptop** for University projects
- Pictures of dishes and places to post on Instagram and WeChat
- **Shops online** for grocery and special products
- Orders food often by **delivery apps**

#Early majority

#Social attitude

#Explore world through phone

#Generation Z



**| SHENG**  
Moment of truth

ILLUSTRATIVE

- 1a** app  
• Books a table
- 1b** Clienteling app  
• Accepts table

- 2** app  
• QRCode table activation

- Clienteling app**  
• Notify staff and customer when order is ready

Sheng's Home  
**Before**

- 3** app  
• Shares table with friends

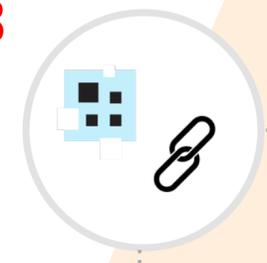
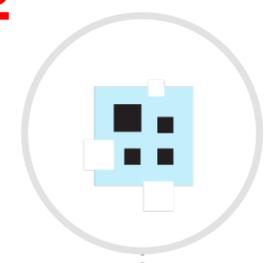
- 4a** App/web app  
• Digital table  
• Order from menu  
• Order Status

- 5** Self check-out  
• Smart check-out  
• Splits the bill  
• Digital Receipt

- 6** **PAYED**

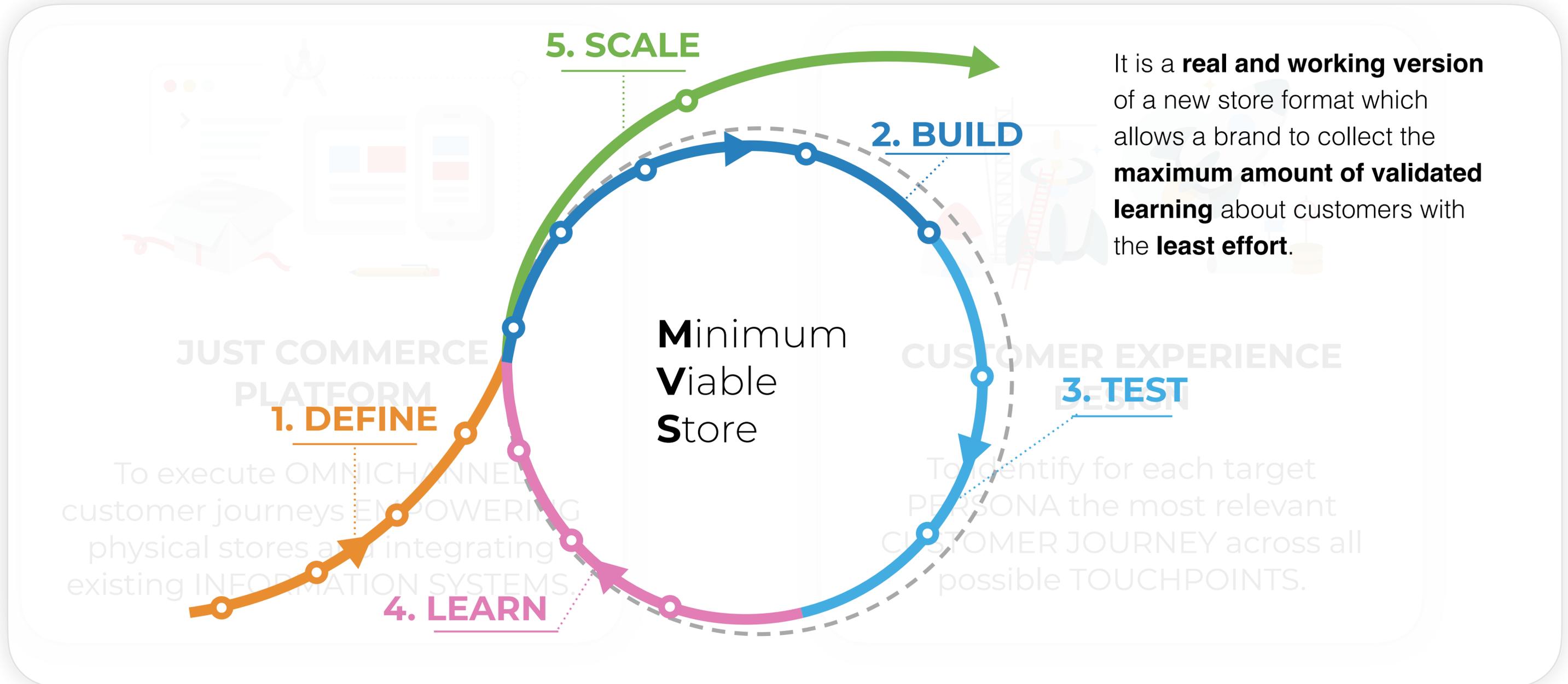
**4C**

- Cashier**  
• Notification the table has payed



# Our Value Proposition

We are the link between the **traditional store** and the **store of the future**



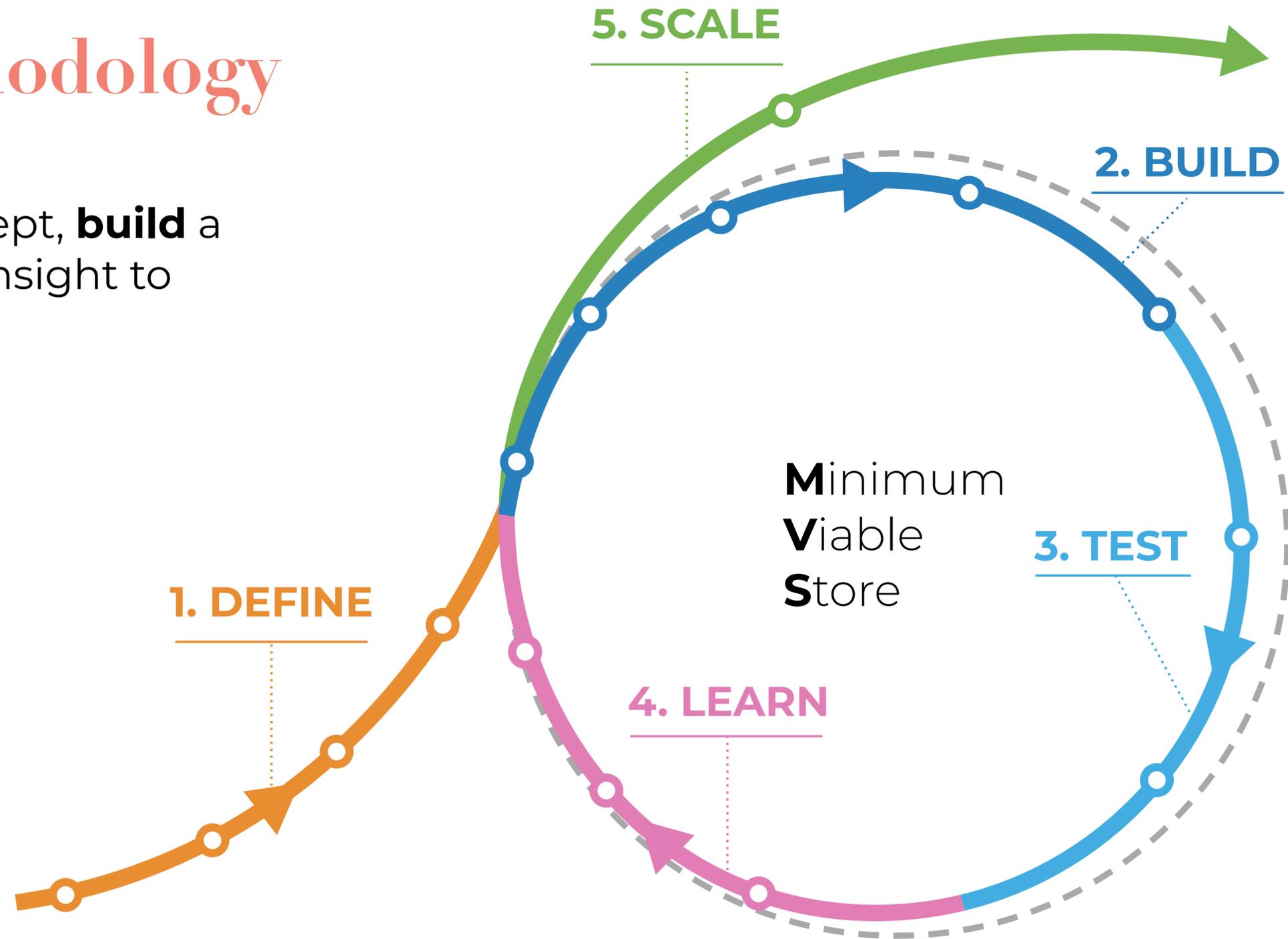
It is a **real and working version** of a new store format which allows a brand to collect the **maximum amount of validated learning** about customers with the **least effort**.

**MVS**

# Lean Retail Methodology

**Five steps** to **validate** a concept, **build** a prototype and get **data** and insight to scale up.

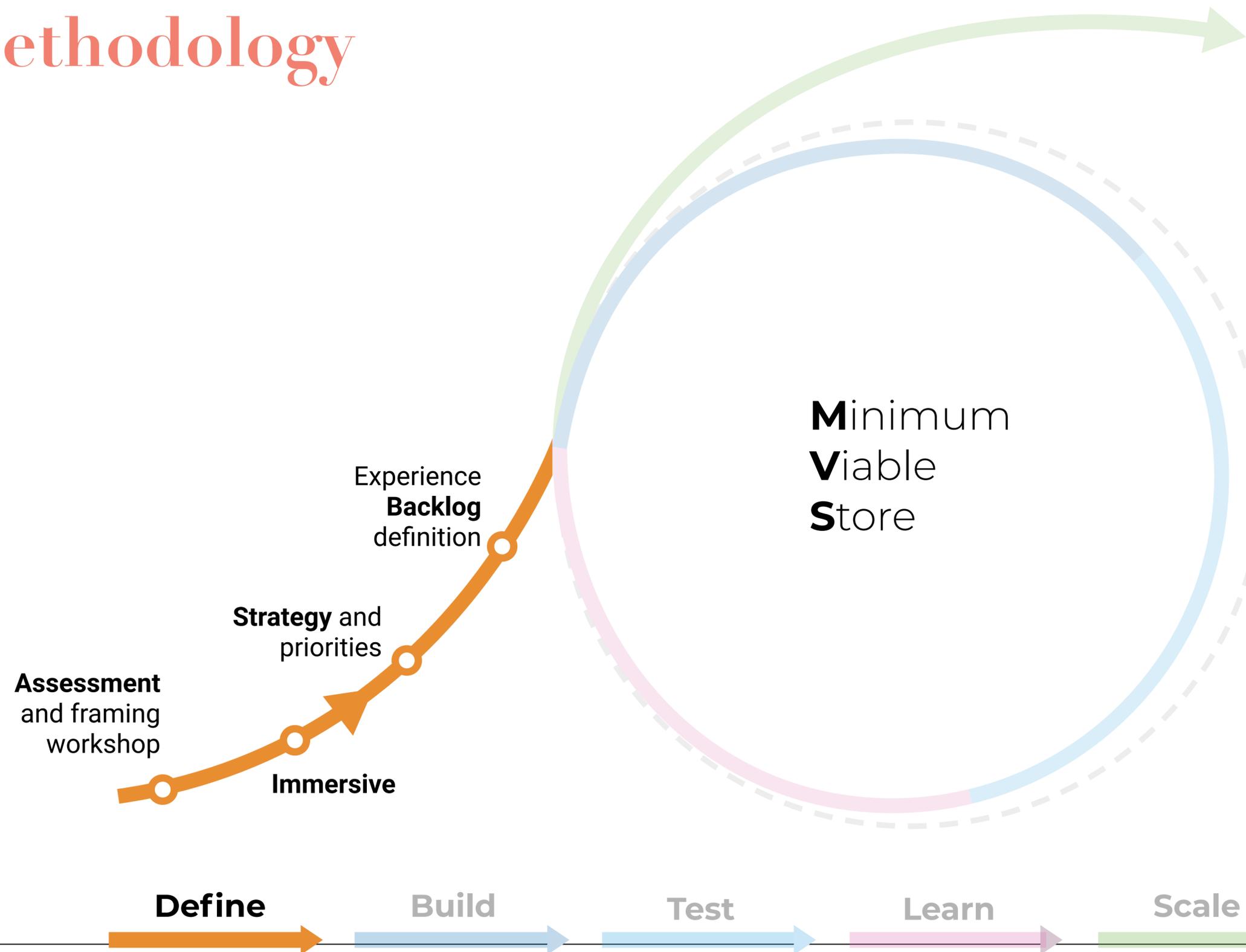
1. **Define** (2-3 weeks)
2. **Build** (4-6 weeks)
3. **Test**
4. **Learn** (8-16 weeks)
5. **Scale**



# Lean Retail Methodology

## 1. Define

- Who is my **customer**?
- What are the solutions to the pain points identified?
- How might we **launch a pilot**?
- What are the indicators of success?



# 1. Define

- Who is my **customer**?
- What are the solutions to the pain points identified?
- How might we **launch a pilot**?
- What are the indicators of success?

## Actions



CO-DESIGN  
WORKSHOP

- Assessment and framing
- Strategy and priorities
- Experience: backlog definition



FIELD  
RESEARCH

- In store immersion
- Contextual interviews with customers and employees

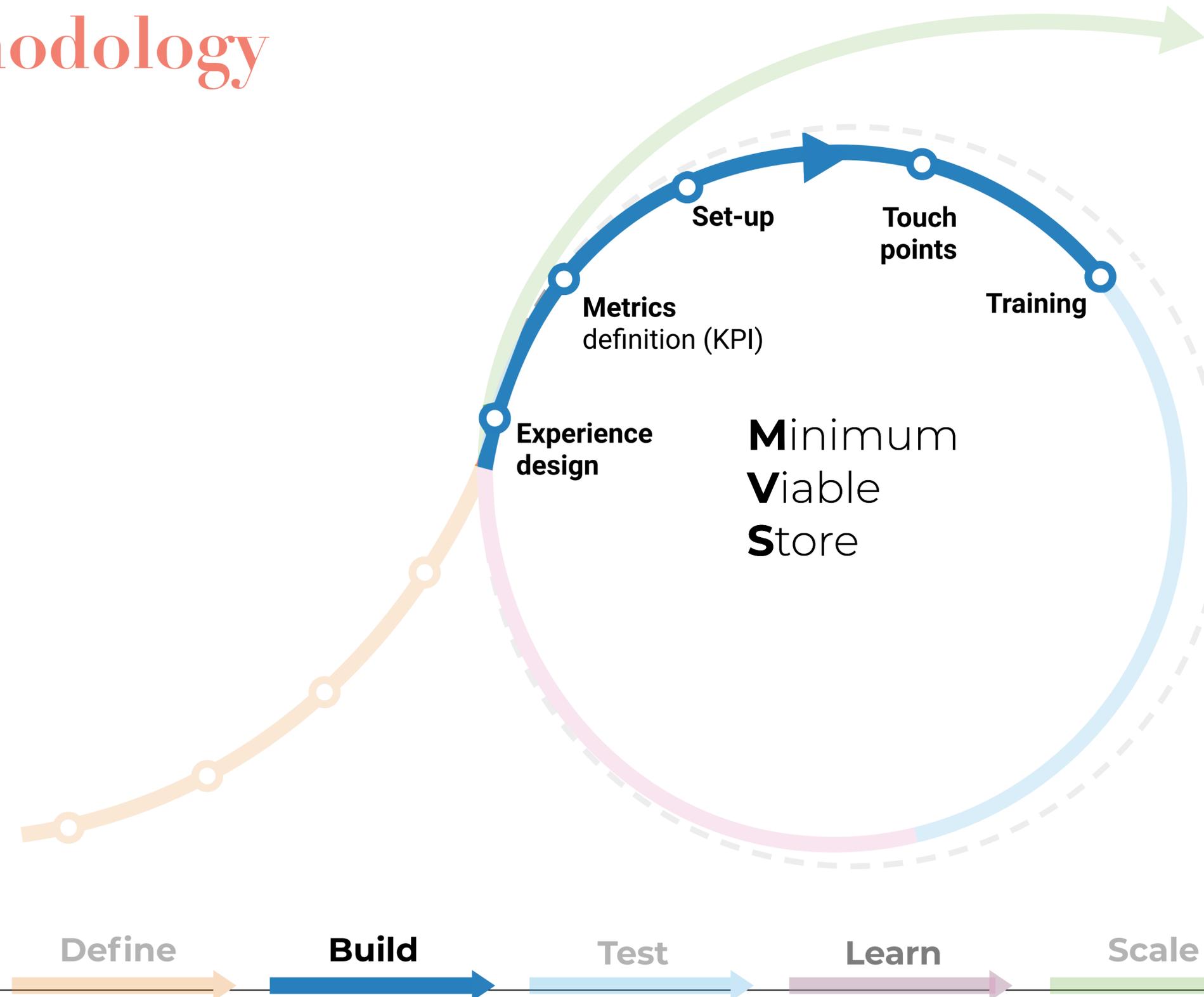
## Outcomes

- Customers & Employees Personas
- High level Customer Experience Map
- MVS goals and scope
- MVS Backlog

# Lean Retail Methodology

## 2. Build

- What is the structure of the **customer experience** to be tested?
- What is the **technology** to implement?
- What are the **indicators** of success?



## 2. Build

- What is the structure of the **customer experience** to be tested?
- What is the **technology** to implement?
- What are the **indicators** of success (have I solved the problem)?

### Actions



#### EXPERIENCE DESIGN

- Service design
- UX & UI design
- Interior Design



#### METRICS DEFINITION

- KPI's



#### SET-UP SOFTWARE AND HARDWARE

- **Set-up software platform and integration**

- MCube Solutions (Just Commerce / Carlipa...)
- MCube Content LAB
- Partners (Google/ Aptos/ Intel...)



#### TOUCHPOINTS DEVELOPMENT

- **Clienteling Mobile/Dektop app**
- Consumer App
- Fling, VR, AR



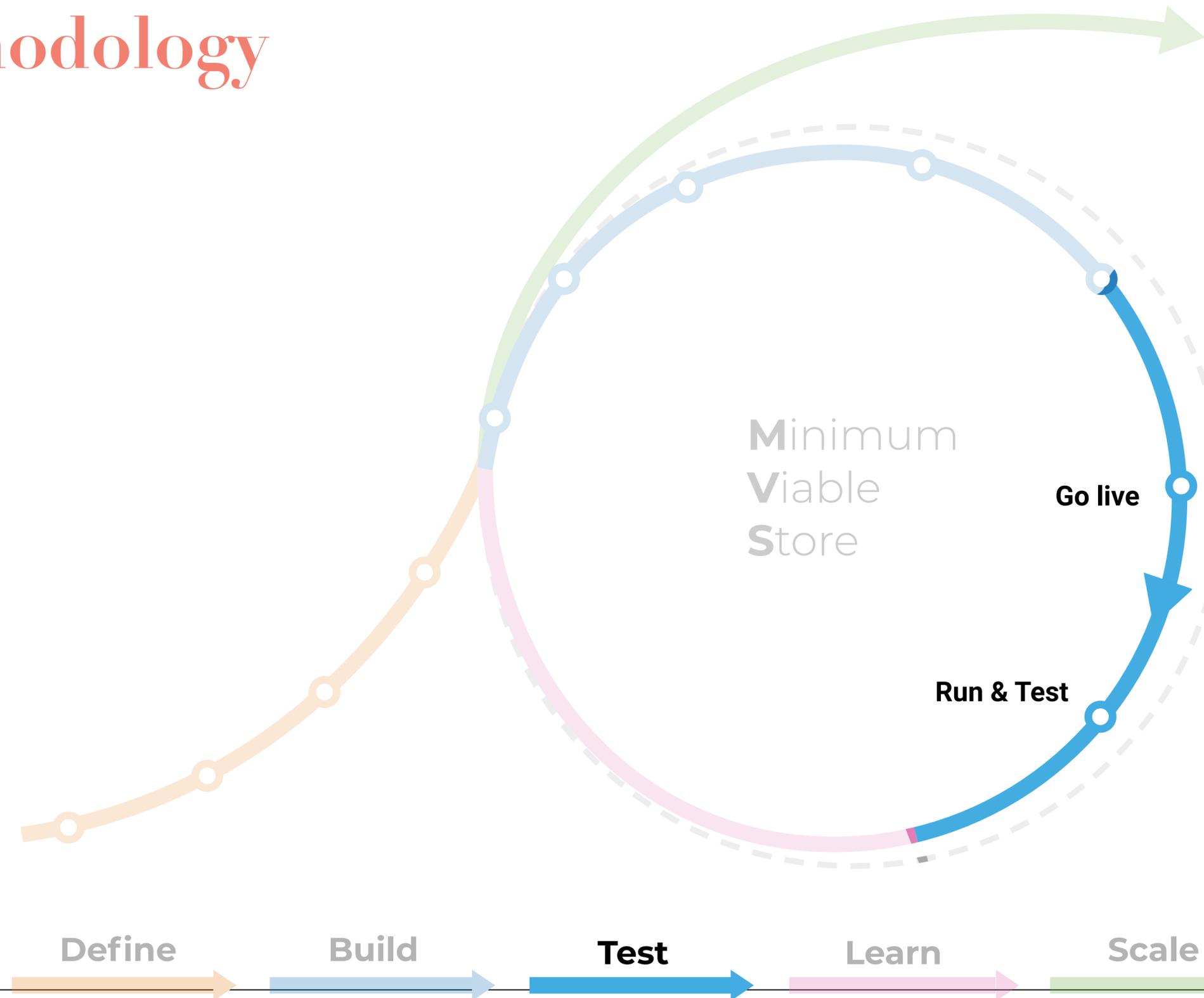
#### STAFF TRAINING

- Store associates
- Store managers

# Lean Retail Methodology

## 3. Test

- How to **quickly** test the MVS and collect relevant data and **feedbacks**?



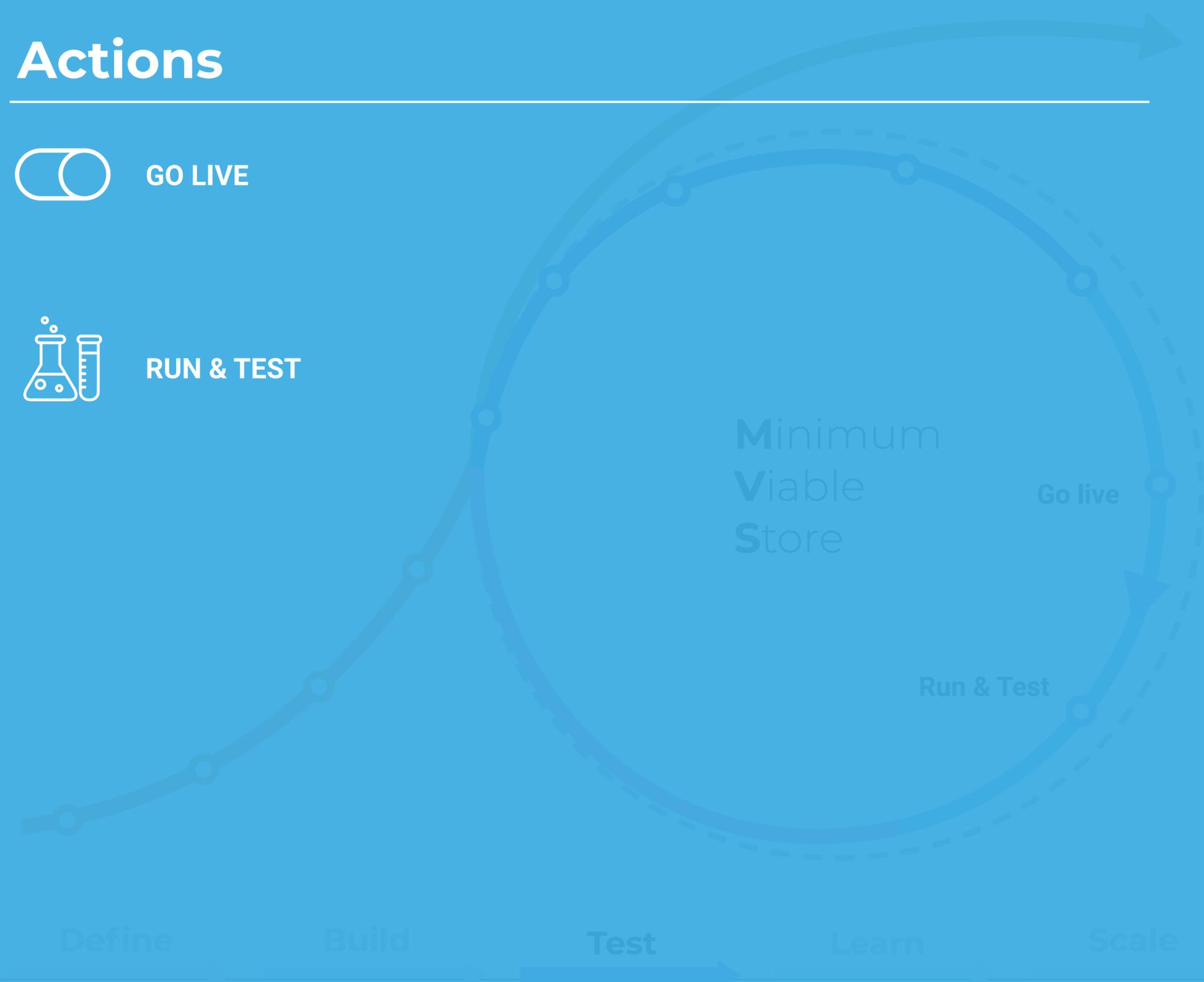
# 3. Test

- How to **quickly** test the MVS and collect relevant data and **feedbacks**?

## Actions

 GO LIVE

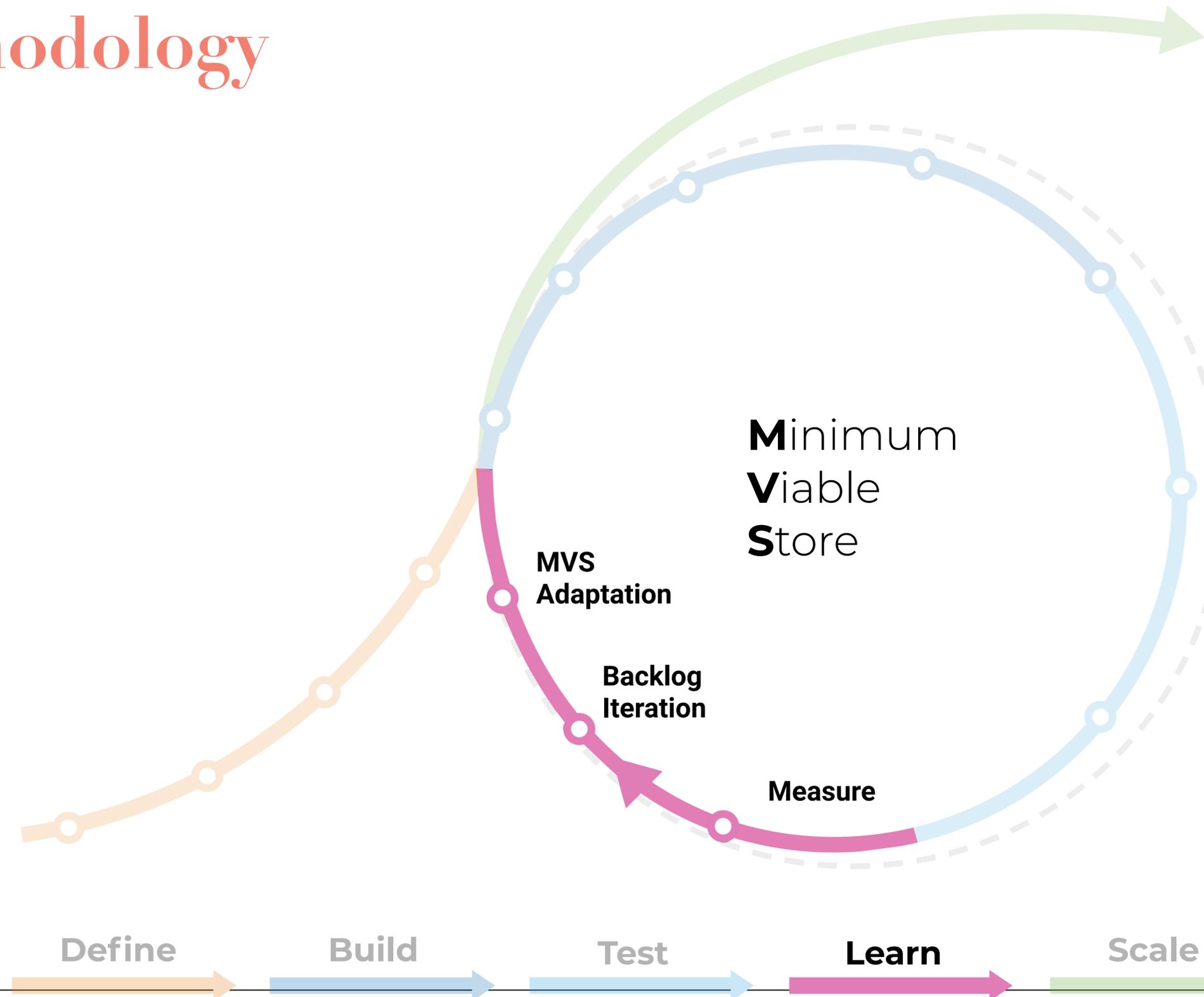
 RUN & TEST



# Lean Retail Methodology

## 4. Learn

- What are the emerging **patterns** in the **data**?
- Which solution scores the highest on the indicators of **success**?
- What are open the most promising business **opportunities**?
- What **feature** and **service** should we include in the roll-out phase?



# 4. Learn

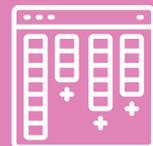
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## Actions



MEASURE

- Interest in the value proposition and the offer
- Customer behavior
- Store layout and touchpoint conversion
- Employees performance
- Customer satisfaction manager activity



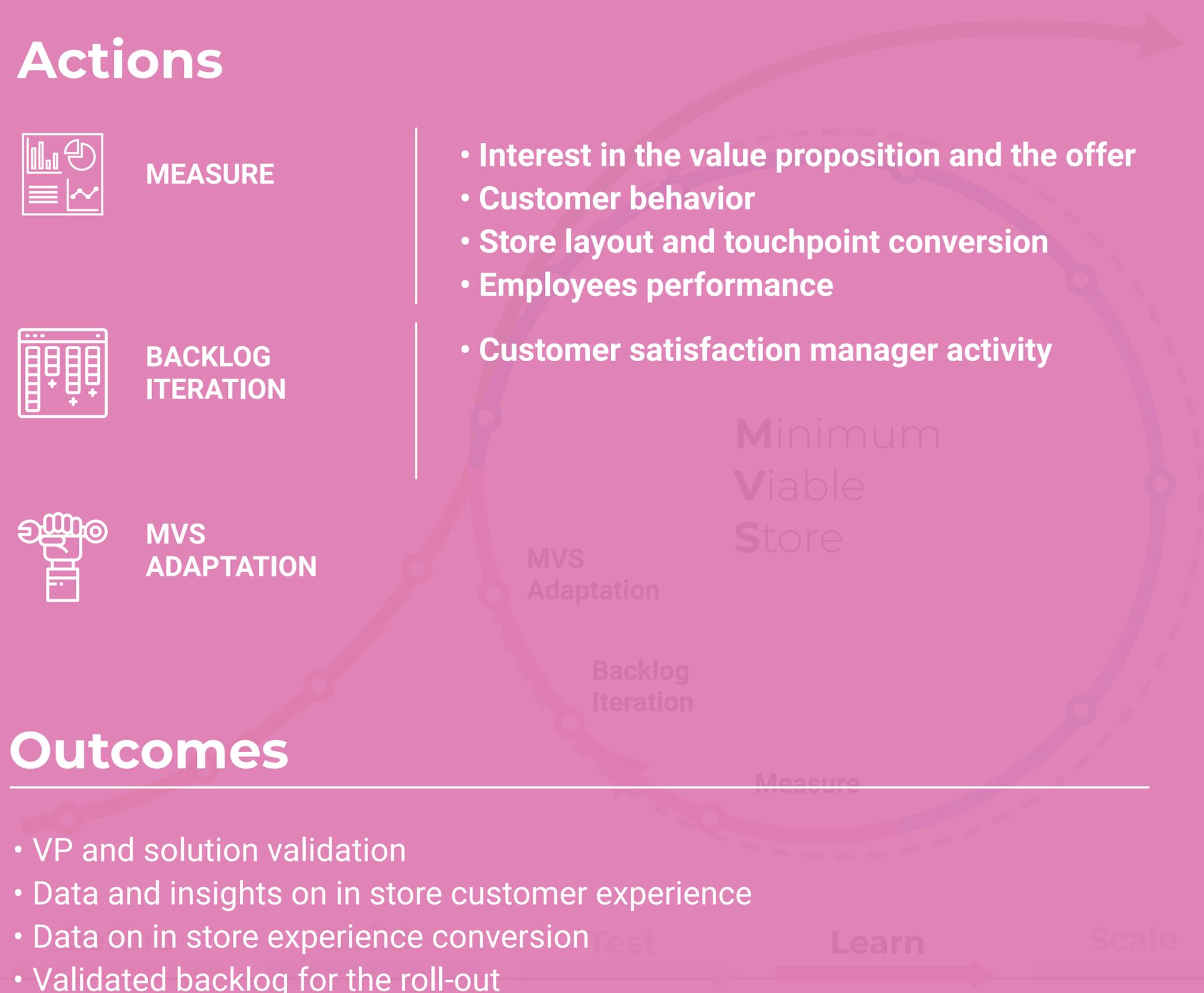
BACKLOG ITERATION



MVS ADAPTATION

## Outcomes

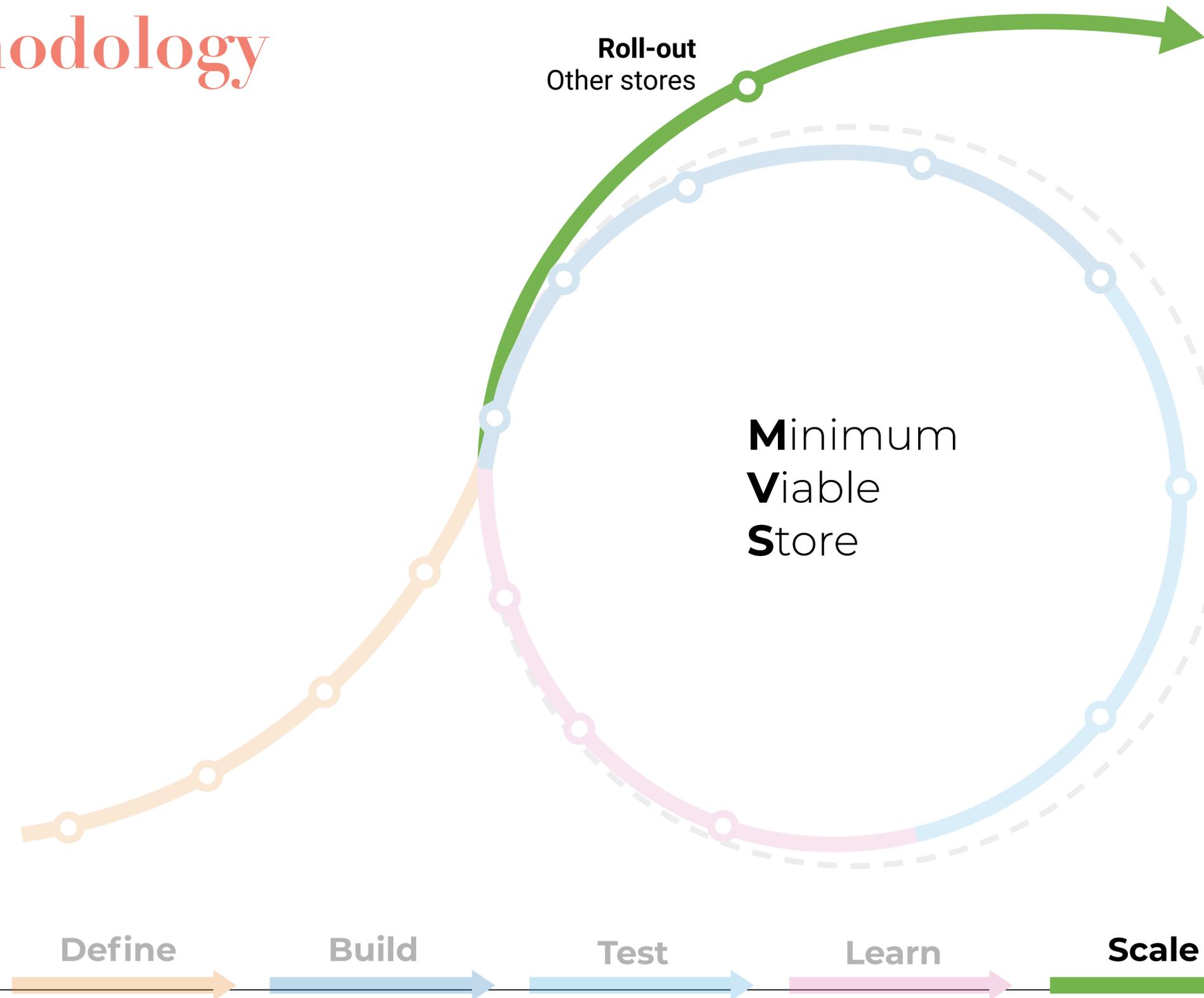
- VP and solution validation
- Data and insights on in store customer experience
- Data on in store experience conversion
- Validated backlog for the roll-out



# Lean Retail Methodology

## 5. Scale

- How does my solution become a **viable business**?



# 5. Scale

- How does my solution become a **viable business**?

## Actions



ROLL-OUT

- Roll-out strategy and roadmap design
- Roll-out on other stores

Roll-out  
Other stores

Minimum  
Viable  
Store

Define

Build

Test

Learn

Scale

# ETalliance

Weaving Universities and Companies  
to Co-create Fashion-Tech Future Talents

## FULL PARTNERS



## ASSOCIATE PARTNER

