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Signet Jewelers introduced digital storefronts over the past 12 months with the aim of combining personalisation with online convenience. | Source: Digital Commerce 360

Digital jewellery storefronts: Wave of the future?

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As businesses continue to explore new strategies for meeting evolving consumer expectations and preferences, a major US jewellery retailer has found success with ‘digital storefronts’

Signet Jewelers introduced digital storefronts over the past 12 months with the aim of combining personalisation with online convenience. After an in-person consultation, sales staff send shoppers curated ‘style boards’ – featuring a variety of options and the choice to purchase now.

Style boards are sent out via email, text, and social media; however, text has proven to be the most popular option. Because the style boards are personalised, they reportedly have a greater open rate than traditional promotions.

In an interview with *JCK Online*, chief digital officer Rebecca Wooters said that more than three million people have elected to receive a digital storefront since the program was introduced. She said sales have been nearly three times higher than what was anticipated.

“People like the convenience of having personalised recommendations at their fingertips,” she said.

“We have created style boards from data, based on what we know about the customer journey. We want to make sure that when we send out products to certain consumers based on their interests, we’re sending the products that most make sense for them.”

While the style boards are generally created by consultants, the retailer is also experimenting with using artificial intelligence during the selection process.