



OVS GOES OMNICHANNEL, BOOSTING ITS PROXIMITY TO CUSTOMERS AND THEIR NEEDS

The pathway of innovation launched by OVS goes from strength to strength, with OVS iD and the MY SIZE size-locating service

Venice, December 2018 - OVS, the leading Italian retail fashion brand, is stepping up the pace when it comes to introducing digital services.

Introducing **OVS iD**, a premium service which targets all customers and is available in all stores and on-line, capable of making the chain's interaction with its customers increasingly more effective. OVS iD dematerialises the physical card, enabling the customer to be recognised by all the physical and virtual touch points (apps, websites, cash desks equipped with tablets, in-store screens and totems), even only by moving their smartphone close to the device at the till, or by giving their name to the sales assistants.

Another new service, offered through the **MYSIZE** totems, has been active in over 50 OVS stores throughout Italy since September. A few simple, rapid and immediate actions enable the customer to autonomously find their chosen garment in their size in the store and, should it be missing, to request it be delivered free to their home, or to the store for pick-up.

OVS has also installed **free Wi-fi** for customers in the same stores from January onwards, through "**Vodafone Analytics**", aggregated third party data which will further enhance the range of services available to customers.

"The digital transformation is at the centre of the strategies of OVS and spans all our business areas, from e-commerce to omnichannel services, customer relationship and operations– states **Anna Matteo**, Director of Digital Transformation & Information Technology at OVS S.p.A.. My Size and OVS iD are two important services that point the way forward towards the full integration of our e-commerce business (online) with our high street stores (offline), creating a unique experience for our customers. With OVS iD and in-

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store Wi-fi, we want to create greater opportunities for dialoguing with our customers, by making them the protagonists of a personalised experience. By January 2019, we will be releasing new Apps on the tablets present in all OVS stores, which our assistants will be able to use to offer an increasingly fluid multi-channel purchasing experience”.

OVS is the first Italian clothing brand for men, women, and kids, with over 1100 stores in Italy and the rest of the world. OVS offers everyone the freedom to dress with Italian style, always at the best possible price, every year welcoming over 150 million customers to its stores, based on a contemporary, minimal design. It also offers an interesting shopping experience in its online store at www.ovs.it.

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