



Crew Clothing customer experience transformation with PMC's Graphene platform



USING COMPOSABLE COMMERCE TO CREATE RETAIL MOBILITY

A design-led approach to adopting modern commerce does not have to rely on a single change programme, or a replacement of everything that already works. Retailers are increasingly adopting a blend of rapid development, integration, and packaged software approaches to delivering rapid change.

The Crew Clothing Company initially needed a new way to serve customers at pop-up stores, especially when this retail format became invaluable during the pandemic, with most traditional stores forced to close or under-visited.

Today, PMC's Graphene is the unified commerce platform handling Crew Clothing online orders and transactions at all 106 retail stores. Graphene is the core, modular component of the Crew Clothing technology architecture, integrating other composable solutions to deliver the full instore and online solution.

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RICHARD SURMAN
HEAD OF IT AT CREW CLOTHING COMPANY



A mobile solution to a legacy POS which lacked mobility

Prioritising rapid deployment, agility and ease-of-use, Crew Clothing was able to bypass the usual constraints associated with traditional retail architecture and avoid the risks of the and 'rip and replace' approach. Instead the approach was to deploy a retail development platform and modern development capability to transform the retailer's in-store IT infrastructure.

The solution design and integration were made exceptionally straightforward, in turn allowing for employees of any technical level to pick up and use the solution with minimal training. The platform's intelligent orchestration built onto AWS means retail hierarchy, roles and access management are all brought to the edge on users' tablets.

Rapid deployment and speedy transformation programme

From the initial pop-up stores to full retail estate, the Graphene platform scalability enabled rapid deployment with the first solution delivered within 10 weeks of conception and expanded to 100 stores within a month.

Crew Clothing store staff were highly engaged with the transformation programme, collaborating on new initiatives, and suggesting improvements. The mobile platform was quickly enabling staff to work more efficiently and focus on delivering a great customer experience.

Speaking about PMC and the Graphene platform, Richard Surman, Head of IT at Crew Clothing explains, **"We selected PMC to deliver a fully mobile trading platform, enabling Crew to have a vastly improved technical retail proposition and customer experience. The solution design and integration have been made exceptionally straightforward allowing for employees of any technical level to pick up and use the solution with minimal training.**

PMC's ability to deliver complex solutions but in a scalable fashion has allowed our business to deploy the product rapidly, meeting multiple requirements for a number of scenarios, including sponsorship events and marketing campaigns.

The speed at which PMC delivered the solution from inception to full roll-out has been exceptional and their approach to developing the solution has been second to none.

I am very proud of the partnership that Crew and PMC have and look forward to working together on future innovations over the coming years."

Thriving in Omnichannel

The mobile solution ensures an equally reliable offline experience, from real-time updates to transactions, order management, and other critical tasks, all of which can be constantly synced between user devices and the Graphene platform.

Proactive monitoring and alerting functions ensure performance SLAs are tracked and met, while integrations with payment providers, hardware and additional applications ensure a great user experience.

Speaking about the successful outcome for Crew Clothing, Elliott Winskill, Head of Solutions at PMC explains, **"Graphene uniquely combines physical and digital capabilities to create next generation propositions using unified commerce and retail orchestration. It's easily integrated with market specialist tools and the client's own in-house capabilities to enable value delivery of new experiences in the most cost optimised manner."**