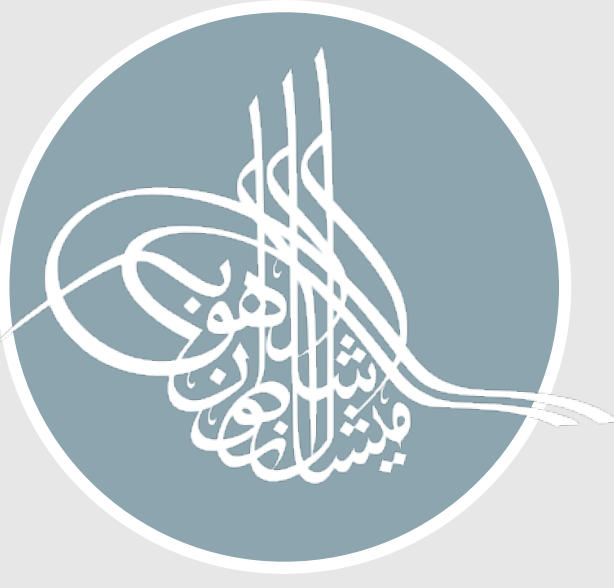


# Chalhoub Group

ORACLE®  
Retail

DELIVERING A PERSONALIZED, IN-STORE  
MOBILE CUSTOMER EXPERIENCE



Leading luxury retailer across the Middle East since 1955, operates Level Shoes, the world's largest shoe metropolis spanning 96,000 sq. ft.

## CHALHOUB CUSTOMER EXPECTATIONS DRIVING CHANGE\*



Convenience

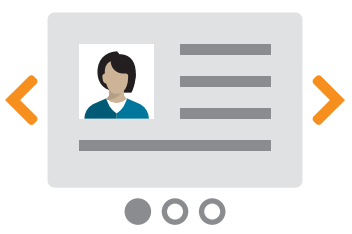
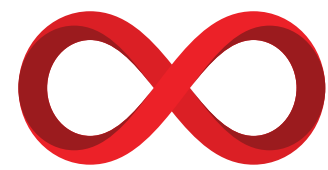
50%

of guests expect to buy online and pick up in store

Consistency

51%

of guests expect the same experience online and offline



Relevance

49%

of guests are comfortable sharing personal data for tailored offers

Empowerment & Agility

80%

of company's revenue comes from loyal guests



## ...AND FACING CHALLENGES AT LEVEL SHOES



Slow and cumbersome checkout process

Inaccurate customer data collection



Lack of customer engagement

Static POS and registers



## BUSINESS IMPACT

A 6-month deployment of Oracle Retail Xstore Point-of-Service has:



Empowered store associates



Integrated payment systems



Improved store operations



Expedited mobile checkout

"We can now deliver a modern mobile experience to our customers. By implementing Xstore, we are also empowering our store associates. The goal is to provide a highly personalized and engaged customer experience at the world's finest shoe metropolis, Level Shoes." – Chalhoub Group, CIO

LEARN HOW CHALHOUB EMPOWERED STAFF  
TO DELIVER AN INNOVATIVE MOBILE GUEST CHECKOUT:  
[WATCH THE PRESENTATION](#)

\*Chalhoub Group Modernizes the Customer Experience with Oracle Point of Service

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