



# PEACH JOHN

## New Market Retail Expansion & Engaging Customer Loyalty with Tofugear Omnitech

### ABOUT PEACH JOHN



Peach John, a mid-market **women's lingerie brand** of Japan's Wacoal fame, wanted to expand to Taiwan as a new market for their retail expansion within the APAC region.



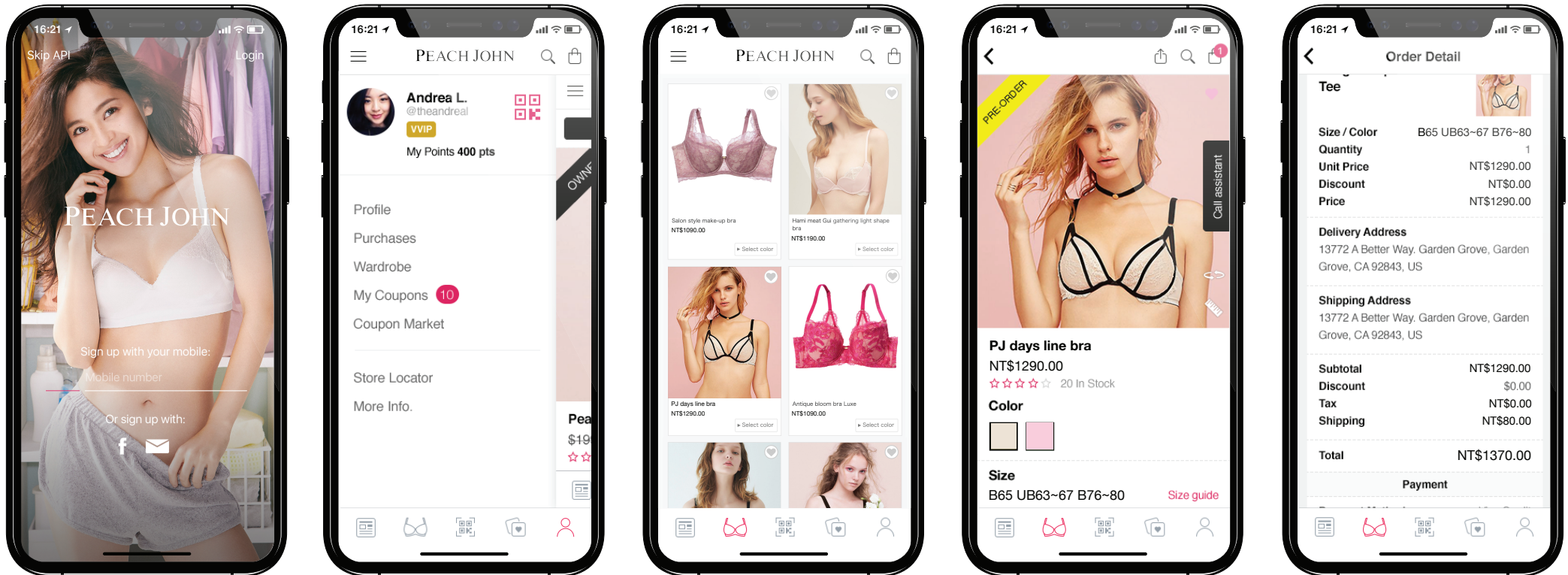
### CHALLENGES

While their parent Wacoal had core systems such as ERP and WMS already in place for Taiwan, Peach John wanted to **execute on a unified commerce strategy**, creating in-store commerce, ecommerce and mobile app channels for their brand, all while seamlessly integrating to their existing systems.

Peach John wanted to employ **Tofugear's omnichannel** strategy to not only gain fast market awareness and conversions, but also **high customer retention** through superior customer satisfaction and loyalty.

# SOLUTION

Tofugear executed on Peach John's vision for **unified commerce** in their business in less than 3 months from project kickoff. Tofugear and its partners were able to deploy Tofugear Omnitech digital commerce hub covering the **ecommerce, mobile app and in-store purchase channels** for Peach John, as well as deliver a **loyalty marketplace via the mobile app**, allowing users to redeem **loyalty points** within the in-store and online channels for relevant offers as they desired.



## **RESULTS**

A few months following the launch, Tofugear's AI Product Recommendation engine was deployed to personalize products and promotions for the customers. In the 2 weeks after launch, Peach John **realized a 20% increase in sales revenue**, showcasing the power of AI in unified commerce and delivering that personal touch to every customer, no matter if they are shopping in-store or online.

After 1 year in the Taiwan market, there now are over **100,000 active app users, with 20,000 ecommerce sessions per month**, with the **online channels still producing nearly 50% of total sales revenue** in the Taiwan market.

Peach John was able to employ a branded ecosystem both in-store and online, allowing customers to shop anyway & anytime and deliver anywhere. Overall, Peach John's loyalty and unified commerce strategy **helped them achieve ROI in months (not years)** and helped to minimize technology in executing on the seamless customer experience and building a one-to-one relationship with their customers.

**Within the first week of launch, Peach John received over 2,000 mobile app orders**, and within the **first 3 months**, achieved **30,000 downloads of the mobile app** translating to roughly 25% of their sales revenue overall.



**Watch the customer case study video here**