



# KIT & Toys "R" Us: Providing the very best harmonised retail experience

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One of Canada's leading retailers, Toys "R" Us Canada employs over 4,000 staff in 82 stores nationwide.

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As part of its digital transformation strategy, following its recent restructuring, the retailer committed to providing its Store Associates with the best tools available to drive sales and provide an unparalleled customer experience.



Following a detailed exploration of available solutions in the marketplace, Toys "R" Us selected KIT, a cutting-edge digital Clienteling and Assisted Selling app suite, helping make Toys "R" Us one of the most innovative retailers in business today. In retail, the role of the Store Associate is becoming increasingly critical - they are one of the retailer's most powerful means of connecting with customers and the most effective brand ambassadors.

KIT places the required sales tools in the hands of the Store Associate enabling them to reach their sales potential, improve job satisfaction, productivity and at the same time streamline the sales process. This, in turn, has enabled Toys“R”Us to provide its customers with a fantastic shopping experience as KIT is built to harmonise the in-store and online journeys while also offering new levels of enrichment to the in-store experience.

## Clienteling & Assisted Selling

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Assisting Store Associates in putting the wow factor into the Toys“R”Us customer experience, KIT is loaded onto over 2,000 iOS devices, including iPads and iPhones which are now in use in all 82 Toys“R”Us stores, interchangeable between both English and French languages. Using the devices, Store Associates can access the KIT Dashboard to interact with customers online and to answer any and all queries the ‘Ask & Answer’ facility means customers can log on to the Toys“R”Us website, locate their nearest store and send queries via a web form prior to visiting the store. The query is displayed in real-time on the Dashboard to be answered by the Store Associate.

In-store, KIT reduces the loss of sales by providing the Store Associate with the ability to order out of stock items for home delivery instantly without leaving the customer’s side and it assists with upselling by accessing and visualising related products. Store Associates can also display product comparisons so a customer looking to purchase an item can compare and review related items including all relevant specifications for each product plus its availability.

The Catalogue module provides the Store Associate with direct access to all product information, the Client Book enables the Store Associate to view and update customer data including name, address and previous transactions and the Basket module allows the customer to make payment and check out in-store or online at home creating a genuine omni-channel experience. The My Store and Profile modules act as a knowledge library for Store Associates, providing access to share point access, competitor information, e-learning and a brand library listing all vendors used by Toys“R”Us plus easy access to company documents including health and safety information for each and every store in addition to company-wide policies.

Toys“R”Us Canada historically shared its technology infrastructure with Toys“R”Us USA and when the businesses were split, the Canadian arm implemented a brand-new e-commerce system and required a Clienteling and Assisted Selling solution that could be integrated with this system quickly and seamlessly. KIT is a perfect fit as its integration middleware uses standard connectors, enabling the solution to integrate with any and all back-end systems. Further features are due to be enabled in coming months to create an unparalleled store experience - including using machine learning for visual search and enhanced customer communications.

## About Toys‘R‘Us

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Since 1984, Toys“R”Us Canada has been Canada’s dedicated specialty retailer of toys and baby products. The company brings national brands, exclusive products, innovative loyalty programs and unique partnerships to Canadians at its 82 stores across Canada and through its e-commerce sites Toysrus.ca and Babiesrus.ca. Committed to giving back to its communities, the company focuses its charity efforts on supporting children and their families - whether enhancing resources and services, helping development through play or offering encouragement to seriously ill children. Toys“R”Us Canada is a subsidiary of Fairfax Financial Holdings Limited.

## About KIT

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KIT, the omnichannel retail application, puts the in-store experience at the heart of the customer’s journey. It creates a connected store which enhances the retail experience and by empowering the Store Associate, cultivates interaction with customers and drives sales. KIT is designed to leverage existing technologies to optimise customer engagement and for simplifying daily tasks. Extensive configuration and flexibility means KIT is scalable and easily implemented for transforming retail with intuitive digital touchpoints.