

NORDSTROM

Flexible Options = Better Customer Experience

March 7, 2019

Price and experience are critical, but retailers that don't serve customers on their schedule will fall behind. At Nordstrom, we're combining the scale of our national infrastructure with our local assets of people, product and place to not only meet demands for efficiency but also help reimagine the shopping experience for our customers. We call this approach our local market strategy.

Ultimately, this strategy is designed to put the customer in charge of their experience by providing customized options at the market level, regardless of how they choose to shop. It's no secret that customers want to control when, where and how they receive products – because our [Project 18 community](#) told us so – which inspired a new feature called [Get It Fast](#).

This isn't just about next-day shipping, we want to put control and flexibility in the hands of customers. Get It Fast is currently focused on the L.A. market, where customers can enter their zip code on the Nordstrom app or website to see an increasing selection of inventory that they can get delivered quickly to their home or local store. No guessing games about what qualifies and no uncertainty about what's in stock. This feature shows real-time inventory available in any store or center in the region because everyone is working as one complete system to deliver the best experience to the customer, rather than compete for sales.

So far, customers love it and are pairing it with our other services. Where Get It Fast is available, we've seen four times increase in demand for Buy Online, Pick-up in Store. It may not be as buzzworthy as drone delivery, but this feature is one more way we're putting control of the experience in the hands of our customers – and this is just the beginning. We're excited to watch this feature grow as we take our learnings and successes from L.A. and scale them in other markets throughout 2019.