★ macy's

Introducing the Macy's App

Software Merchant Inc. developed the Macy's Mobile App which is the easiest way to save time and money on the go. Macy's iPhone app is the ultimate holiday shopping buddy!

Macy's

Macy's, Inc. is one of the nation's premier omnichannel retailers. As of April 2, 2016, the company operates about 870 stores in 45 states, the District of Columbia, Guam and Puerto Rico under the names of Macy's, Macy's Backstage, Bloomingdale's, Bloomingdale's Outlet and Bluemercury, as well as the macys.com, bloomingdales.com and bluemercury.com websites.

The Challenge

Macy's, although extremely popular for its huge client base, didn't have anything to rely on to meet the needs of all their customers exactly where they are! In this increasingly competitive mobile world of merchandizing, the management saw how it's important to convert all their mobile customers into serious revenue. For this, they wanted to build an industry-leading mobile app to drive engagement and make it possible for their customers to stay in loop at the tip of their fingers.

Software Merchant Inc

Software Merchant Inc is a well-positioned in Mobility segment of the outsourced product engineering market. We provide cost effective and efficient solutions by using best practices and employing a smart combination of experts from our worldwide pool of resources. We brought in consultants with domain expertise to better understand the challenge at hand to ensure that a brand new mobile app

bridged the gap for Macy's in the mobile world.

The Solution

The expert mobile developers of Software Merchant Inc built the entire mobile app enabling users to browse the entire site—anytime, anywhere with features that allowed potential customers to use the store locator to check their local Macy's store hours other events. The users had access to special offers & in-store savings, registry, finding gifts for others, managing the personal account and also using the smart scan feature to get instant access to product details, prices, reviews & more.

The Benefits

Macy's saw a sharp increase in their sales and also received extremely positive feedback from their customers who found the mobile app a seamless experience as compared to many apps of other departmental stores available. The easy access to discount offers and savings fueled by a user-friendly app experience for the customers made the end goal of Macy's achievable- which was to make their customers' every shopping experience even better!
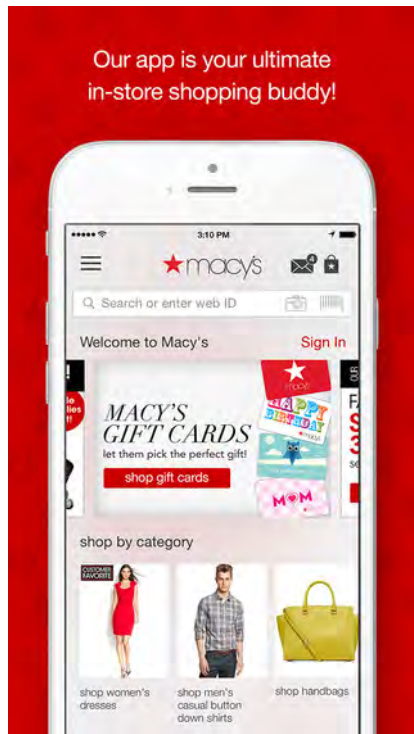
Exhibit 1:

Exhibit 2:

Exhibit 3: