

# How an omnichannel mindset helps Twinset work more efficiently

 Talon.One + TWINSET  
MILANO



# TWINSET

MILANO

## INDUSTRY

**Fashion**

## BUSINESS TYPE

**Retail**

## LOCATION

**Italy**

## YEAR FOUNDED

**1987**

## INTEGRATED IN

**4-5 months**

## PROMOTIONS USED

 **Coupons**

 **Discounts**



## OVERVIEW

Twinset is a fashion brand founded in Capri, Italy in 1987. The brand's main product line is women's clothing, shoes and accessories. They sell their products across the world in three different channels: Online platforms, physical stores and outlets.





# Their story

Twinsset engage their customers through both digital and physical touchpoints. As their customer base continues to grow, they needed a comprehensive **omnichannel strategy** that allowed customers to go from one channel to another without friction.

A key part of Twinsset's omnichannel strategy is their approach to sales promotions. They needed flexible and scalable promotional solutions that could be integrated into their omnichannel sales campaigns, enabling customers to have a convenient experience across all aspects of their shopping journey.

## What Twinsset needed

- Omnichannel discounts to be implemented across sales channels.
- Automatically generated coupons that saved development time.
- More cooperation between online and retail (in-store) sales teams.
- A promotion tool that seamlessly integrated into their tech stack.



# Their challenge

Twinset needed a promotion tool that had three core capabilities:

- 1 Removing the divide between in-store and online touchpoints, **enabling customers to use the offers across channels**
- 2 Integrating seamlessly into their tech stack, **reacting to customers' actions in real time**
- 3 Encouraging retail and ecommerce teams to **have a holistic approach to promotions**, moving ahead as a united front rather than two separate work units

With this in mind, they decided to integrate Talon.One into their tech stack. Talon.One enables Twinset to offer omnichannel, customized discounts and coupons to their customers while bringing together their sales teams to work more efficiently.

**“Since using Talon.One, people have started to say ‘Oh, God, the way we do things now is much better than how we did them before.’ Reducing the time between deciding on a promotion campaign and delivering it in our shops or on websites is a real game changer to me.”**

**Daniele Nigro**, Chief Information Officer at Twinset





# Talon.One solution

Twinset is a retailer with around 100 stores in Europe as well as franchise stores all around the world. They also sell their products on their ecommerce platform, TWINSET Digital Store, which is available across Europe. Before integrating Talon.One into their tech stack, the retail team focused primarily on in-store sales campaigns while the ecommerce team looked for ways to increase the synergy between the brand's digital sales channels.

The integration of Talon.One into their system enabled Twinset to manage their promotions in a single environment. Talon.One allowed Twinset's retail and ecommerce platforms to focus on their specific core functionalities while thinking about and executing their promotions in a comprehensive, omnichannel way.

Using Talon.One's **discounts** feature, Twinset revamped their sales campaigns for different geographical regions as well as digital platforms. Talon.One speaks to their ERP system, creating discount labels that can be used online or in each of their physical shops.

Adding Talon.One to their tech stack, Twinset is enabled to generate **coupons** automatically at every single selling point they have. This is a big time-saver for Twinset, allowing them to automatically create personalized coupons without having to involve their tech team.

**“When we decide to run a promotion campaign, our retail and ecommerce teams sit together and select the target shops, digital platforms, products and the time-frame for the validity of the promotion. Then, they set up the campaign in Talon.One promotion engine and that’s it. It’s a fast, efficient and omnichannel way of implementing a campaign.”**

**Daniele Nigro**, Chief Information Officer at Twinset

**Regardless of the specific promotional solution they use, Talon.One has helped Twinset save up time in three major ways**

- Implementing a one-time set-up for omnichannel campaigns instead of separate set-ups for physical and digital channels.
- Removing at least two middleware from their operating system. This not only saves up dev time, but also increases the efficiency of all business processes.
- Enabling Twinset to simulate their promotion campaigns on Talon.One’s platform before going live. This allows the Twinset tech team to quickly detect and solve any technical setbacks that might have a negative impact on customer experience.





**“We needed a promotion tool that was able to integrate into different parts of our system, speaking with them in real-time. Talon.One was the right tool to put on top of this implementation.**

TWINSET

Daniele Nigro, Chief Information Officer

# How the integration works

From a system integration point of view, Twinset needed a flexible promotion tool that was able to integrate into their complex tech stack smoothly, generating solutions in real-time.

For the integration to be successful, Talon.One needed to speak to different systems in Twinset's tech stack:

- Retail's **frontend POS system**
- Retail's **backend system** to enable the labeling process
- **CRM system** to receive customers' data and attributes
- **Marketing automation system** to generate coupons
- **Ecommerce system** to retrieve the promotions and show correct prices on the product landing pages
- **Order management system** (ecommerce) to trigger redeeming gift cards





# A tool for future



When technology is the main staple of a project, continuous upgrading is a must. You can take up the most cutting-edge tech solutions available today, fine-tuning your tech stack to stay ahead of the competition. However, your competitive edge won't last long unless you future-proof those solutions.

Through its quality promotions, Talon.One has served Twinset's present needs. More importantly, Twinset can rely on Talon.One for their future requirements. According to Daniele Nigro, "when you're working with Talon.One, you see they have a clear vision in mind. The product is really good, but they never stop developing it. Talon.One as a team was very open and flexible. I never heard a 'no' from them."

**"Talon.One's product is built in a way that's open by design. It gives you peace of mind for the future. Sometimes I ask myself, 'Okay, we did it today but what about tomorrow?' With Talon.One you don't have to be worried about tomorrow."**

**Daniele Nigro**  
Chief Information Officer at Twinset

# Thanks to Talon.One Twinset now have

**1**

**A one-time  
set-up for  
omnichannel  
sales campaigns**

**2**

**Automatically  
generated  
coupons across  
physical and  
digital channels**

**3**

**Seamless  
integration into  
different systems  
in Twinset's  
tech stack**

**4**

**Increase in work  
efficiency by  
uniting retail  
and ecommerce  
teams**



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