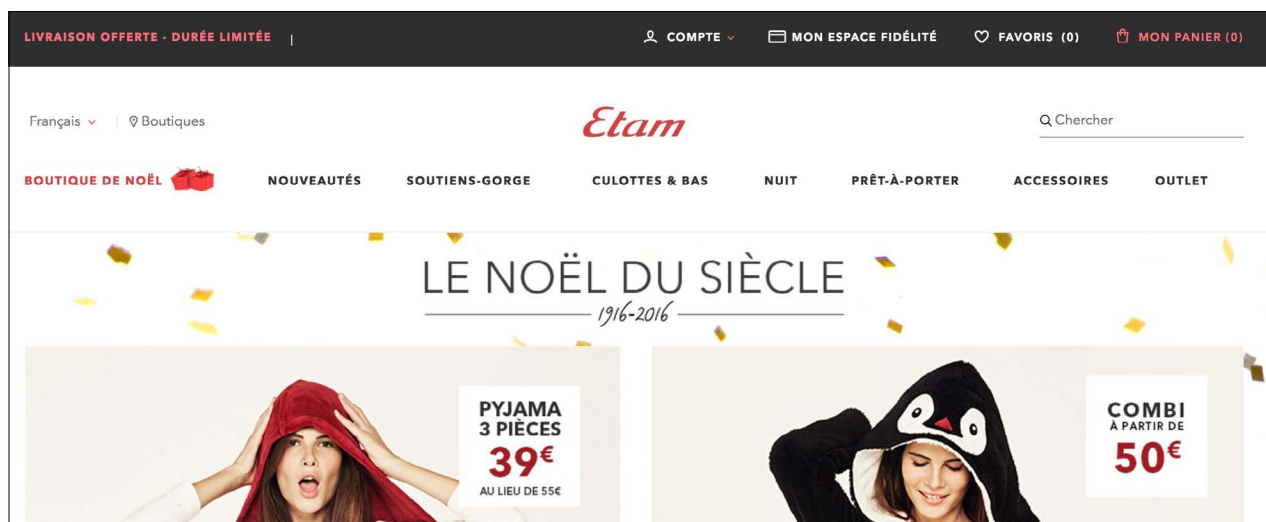


# Lingerie Retailer Brings Voice Of Customer Into Product Decisions

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[Etam](#), a leading French lingerie retailer, is seeking to improve its decision-making around merchandise by bringing in the voice of the customer. The brand is partnering with [First Insight](#), which provides Voice of Customer (VOC) data by gathering real-time consumer data and applying predictive analytic models.

“First Insight should help us to make more accurate buying decisions by identifying poor performing lingerie and ready-to-wear products that we should avoid,” said Marie Schott, Brand CEO of Etam in a statement. “We aim to incorporate the voice of the customer into our decision-making process and we expect to make more accurate decisions on which products consumers will flock to, which to avoid, and lower the risk on those items that did not perform well.”

Brands using the First Insight solution include **Camuto Group, Helzberg Diamonds, David’s Bridal, DICK’s Sporting Goods, Caleres** and **At Home**.