



# A Seamless In-Store Experience

How Rent the Runway uses Aila's Interactive Kiosk to provide exceptional customer workflows in its physical stores

Since Rent the Runway's founding as a web-based women's clothing rental company in 2009, its customer base has grown to more than eight million members who actively share some 450,000 pieces of apparel. This explosive growth has led to an expansion into brick-and-mortar, where the digitally native brand continues its technology leadership with help from Aila Technologies.

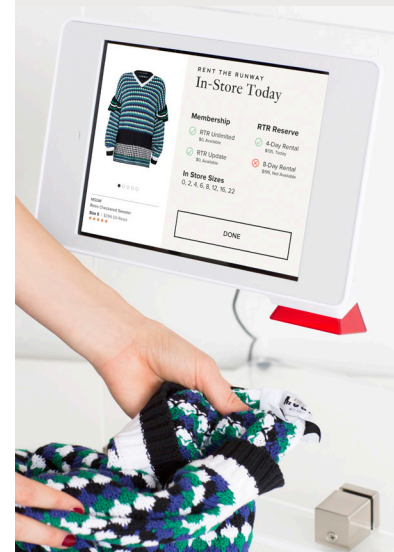
As Rent the Runway began opening physical locations, the company's leadership team understood that they needed to adopt in-store technology solutions that would be both seamless and personal; they needed to create a synergy between their customers' online experiences and their brick-and-mortar transactions.

## A Digitally Native Brand Goes Brick-And-Mortar

Originally designed to be luxurious experiences staffed by stylists and makeup artists, Rent the Runway's locations in major urban centers like New York City, Chicago, San Francisco, and Washington, DC act as the "closet in the cloud" company's physical closets. However, while associates are on hand to assist with wardrobe and style recommendations, oftentimes customers simply want to dash into a store to return something quickly so they can pick up their next item without having to mail it in and wait.

To facilitate this demand, the Rent the Runway technology team searched for an automated solution for handling rentals and returns that would free up staff for more valuable customer interactions. According to Hampton Catlin, senior director of engineering, "We knew if customers were going to have a fast interaction, we needed a self-service system that we could write software for that would allow very easy scanning and interactions for the user."

There was an additional hurdle that the scanning technology for this use case had to clear. Rent the Runway keeps track each of its nearly half-million articles of clothing by affixing a barcode to the label of each item. Because the company offers designer apparel suitable for high profile occasions, the barcodes need to be small enough and discreet enough that they won't attract attention. As a result, Rent the Runway uses smaller barcodes than the ones typically used in retail; and many of the barcode scanners Catlin and his team tested had trouble reading the smaller tags.



Cutting-edge fashion rental company, Rent the Runway uses Aila's Interactive Kiosks for self-service customer returns and rentals at its physical locations.

"Aila's scanning speed and accuracy is far beyond anything else we have seen"

Hampton Catlin,  
Senior Director of Engineering,  
Rent the Runway

## Quick Returns with Sleek, Stylish Technology

After a broad survey and comparison of solutions in the marketplace, Rent the Runway chose iOS-based scanning kiosks by Aila Technologies.

"Traditional scanning devices and systems were difficult and slow for our customers to use, plus they were all rather bulky and unappealing," said Catlin. "Aila was the only solution that we found that could meet our needs—it lets our customers and associates quickly and efficiently scan the tiny labels on our products to ensure all of their interactions meet our brand standards. Aila's scanning speed and accuracy is far beyond anything else we have seen."

He continued, "Finding the iOS scanner that would allow us to put a device we already knew how to develop for, paired with great scanning technology" was a deciding factor. "Also, [Aila's hardware] looks really good."



By deploying Aila's scanning-enabled Interactive Kiosks, Rent the Runway created a solution that minimized rote interaction with sales associates and enhanced customer efficiency by allowing subscribers to quickly pick up and drop off orders or make exchanges. In addition, the Interactive

## LEARN MORE

Contact our sales team to see how the Interactive Kiosk can help you provide exceptional, efficient workflows for your customers.

Call: **617.903.8331**  
Email: [sales@ailatech.com](mailto:sales@ailatech.com)  
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Kiosks' sleek, stylish enclosure and mount were important for Rent the Runway's elegant brand feel.

## An "Immediate and Dramatic" Customer Response

Rent the Runway first bought demo units of Aila's Interactive Kiosk for its flagship store in New York City. The customer response was "immediate and dramatic," noted Catlin. Units were quickly ordered for all locations, with minimal time committed to an initial tech install. "When you scan with the physical device, the iPad then talks to the Javascript and it does all the things you need it to do. It was very easy for us."

The technology also gave the company additional flexibility with staffing. The business model of Rent the Runway is built on continuously cycling through a high volume of inventory, with the bulk of returns occurring early in the day. "Initially, we didn't want to open earlier because we'd have to bring a lot of staff in to process returns," said Catlin. "But with the self-service scanner, we are able to open up and service those customers first thing in the morning."

Rent the Runway's clientele are typically subscribers rather than shoppers, which necessitates unique demands on the in-store experience. Melissa Barnes, Rent the Runway's senior director of brand strategy, sees Aila's solutions as helping their subscribers quickly get what they need, without the hassle of a traditional retail transaction. "Technology is something that enables the store to feel like you aren't retail shopping, where you'd have to exchange a credit card and wait in line," Barnes said. "If you're able to do it on your own, then it feels like it's your own closet. Technology really enhances the whole brand experience."

## AILA'S INTERACTIVE KIOSK

Aila's Interactive Kiosk is a powerfully engaging tool for retailers looking to upgrade customer touchpoints and streamline operational processes.

The Interactive Kiosk features TrueScan™, Aila's proprietary technology that delivers a superior scanning experience for customers and retail associates alike. Designed for the iPad and iPad Pro tablet series, the Interactive Kiosk's large touchscreen display and sleek, attractive design create an eye-catching hub for customers.

### SUPERIOR SCANNING

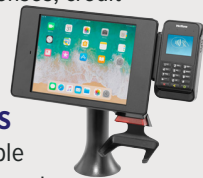
Omni-directional 1D/2D scanning with native image support and software configurability

### SECURE

Barrel lock and steel faceplate prevent theft

### ID TRAY

Optional ID tray streamlines scanning of loyalty cards, driver's licenses, credit cards and more



### PAYMENTS

Upgradeable with a payments attachment to enable point-of-sale functionality

### MOUNT ANYWHERE

Table stands, wall mounts and ADA-compliant floor stands allow secure, optimal placement in any environment