

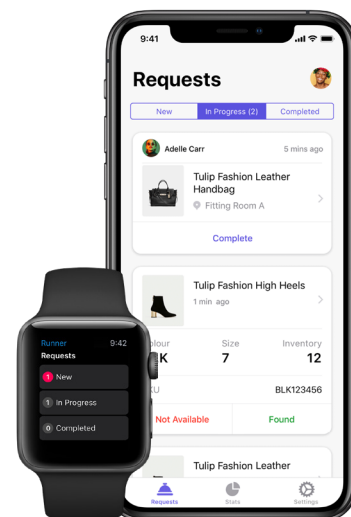


# Tulip Runner

Reimagine Your In-Store Experience

Brick-and-mortar retailers are elevating the level of service in their stores to meet customer expectations and keep them coming back. To do this, store associates have to be hyper-responsive to customers looking for a product in the store. The associates need to know what's in stock and have the ability to get the right product in front of the customer in seconds before they lose the customer's attention.

The Tulip Runner App connects store associates with backroom employees or other associates to retrieve products without leaving the customer's side. Using the Tulip mobile app, store associates engaged with a customer on the sales floor can quickly search in-store inventory and request help from a runner to seamlessly get the right product to them.



## Product Features and Benefits



### Catalog Search

Advanced catalog search or SKU scan for easy inventory look-up



### Runner Response App

Enables runners to accept requests, and mark requests as complete or not in-stock



### Reporting for Managers

Associate productivity reports on speed of fulfillment and top runners, often used to incentivize exceptional customer service



### One Touch Runner Request

Scan a barcode and retrieve a specific product by engaging store runners



### Live Notifications

Associates receive real-time notifications that mark requests as in progress, complete or not in stock

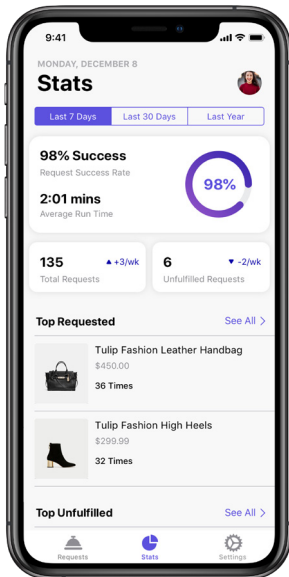


### Support for Wearables

Intuitive user interface optimized for portable form factors including Apple Watch

With Runner Application, you can:

- Create a frictionless and convenient in-store shopping experience
- Capitalize on in-store visits with higher conversion rates
- Optimize your inventory through runner analytics



## Expected Business Results

- Reduce wait times through faster responses
- Improve customer satisfaction with a best-in-class in-store shopping experience
- Improve conversion rate by allowing store associates to keep customers engaged
- Increase brand loyalty by delighting customers with a more convenient experience

## Other Tulip Apps

Everything you need to elevate service and personalize customer engagements.

### Clienteling

Store associates can manage customer information, preferences, follow-ups, and client communication with an intuitive, simple to use mobile app.

### Checkout Nova

Seamlessly process orders anywhere in the store, and includes an omnichannel shopping cart, order processing capability, and complete order history including refunds.

### LiveConnect

Customers can communicate with retail stores in real-time over their preferred social channels through a simple and intuitive user interface.

### Assisted Selling

Provide customers real-time inventory information, product details, pricing, promotions, customer reviews and ratings from across the endless aisle.

Tulip is a mobile application provider focused on empowering associates in retail stores. Partnered with Apple, Tulip's mission is to harness the power of the world's most advanced mobile technology to deliver simple-to-use apps for store associates to look up products, manage customer information, check out shoppers, and communicate with clients. Leading retailers like Mulberry, David Yurman, Saks Fifth Avenue, Kate Spade, Coach, Michael Kors and Bonobos use Tulip in their stores to elevate the shopping experience, increase sales and improve customer service.

Learn how to power your fleet of store associates with mobile technology.

**Contact us at [www.tulip.com](http://www.tulip.com)**