Frasers Group and Red Ant partner to deliver in-store and remote services to Flannels

Wednesday 3 March, 2021

Red Ant are delighted to announce that they are working with Frasers Group plc to introduce in-store and remote services across their FLANNELS brand, with a view for expansion in other areas in the future.

Designed to offer customers a range of options from remote sales and in-store clienteling to virtual consultations arranged through Appointedd's online booking system, they will bring the intimacy, exclusivity and convenience of personal shopping to the customer experience, wherever it may take place.

Frasers Group are on an ambitious elevation strategy and will be using Red Ant's in-store and remote services to play a key role in future customer experiences across the business. Frasers Group are continually pushing to deploy cutting edge innovations, this is the strategic vision as it aims to meet the demands of an ever more sophisticated consumer who is increasingly looking for an enhanced shopping experience.

A spokesperson for Frasers Group said: 'We are always looking at how we can use technology to continually innovate our facias and deliver great customer experiences that elevate our retail proposition. In modern retail we need to move fast to deliver what the business needs both from an in-store and remote perspective and our partnership with Red Ant enables that.'

Emma Newman, Red Ant Client Success Director, said: 'We're excited to be working with such a forward-thinking partner on a project which will make a huge difference to customers, both in choice and experience.'

Leah Hutcheon, Appointedd CEO, said: 'We are delighted to be part of such an innovative partnership. Having worked with the Fraser Group and Red Ant teams for some time, it's great to see this collaboration elevating our joint proposition to enable customers to connect with amazing brands from the comfort of their own homes.'

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