Transportation Pains Eliminated For Shoppers Via Seattle-Based App Validated

Validated and Likelihood Partner to Elevate Retail's Standard of Service

Seattle, Washington (PRWEB) April 28, 2016 -- In this age of convenience and great choice, where e-commerce is undercutting prices and offering free delivery, there is much speculation about what brick-and-mortar retailers can do to keep up. The digital revolution has created countless problems for brick-and-mortar retail stores. Fortunately, the partnership between Validated and Likelihood is designed to eliminate a major pain point in the shopping experience: paying for transportation to get there and back.

Validated is an app that lets brick-and-mortar businesses buy their customers a ride or pay for their parking. Merchants on the platform are upscale retailers and restaurants with a positive reputation among consumers. Likelihood is the latest addition to the platform. An elite boutique at the heart of Capitol Hill, Likelihood puts a premium on customer experience and is acclaimed by Validated as a thought partner.

"Our store experience is designed to be a fun discovery while also being leisurely, the Validated app ensures we surprise our guests and ensures a completely frictionless experience with us all the way to the parking meter," says Aaron DelGuzzo, Likelihood Co-Founder. "Validated increases the scope of what we can influence and we are excited to adopt their technology and elevate our service."

By reimbursing transportation costs, Validated merchants remedy a real pain point for their customers and offer something of real value. Transportation is brick-and-mortar's first and last touchpoint and covering associated costs makes the customer experience seamless and delightful. Covering a customer's ride is a gracious gesture that leads to lasting, meaningful loyalty.

When customers spend $100 or more at Likelihood, they receive $6 to pay for parking or ride-share (directly integrated with Lyft). All they need to do is ask to get validated at check-out.

ABOUT VALIDATED
Validated lets shops and restaurants buy their customers a ride or pay for their parking. Whether it's a Lyft ride or parking fees, Validated users earn back transportation costs when they shop or dine. The Validated app is available on iOS and Android. Download the app by searching "validated" on the App or Play Store. Validated: explore freely, enjoy in full. Learn more at http://validated.co.

ABOUT LIKELIHOOD
Likelihood is a men's footwear and sneaker boutique that combines a love and passion for fashion and Seattle culture. Made by locals for locals, the Capitol Hill store is a haven for those who want to develop their personal style, find something special, or learn about new and interesting brands. Learn more at http://likelihood.us.

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