

Clienteling

Connecting Retailers and Consumers with Personalized Conversation

Store associates are the heartbeat of their brands. Data suggests shoppers who interact with retail associates are more likely to make a purchase. Even more, their transactions account for more value compared to those who don't interact with a store associate.

Clienteling is an opportunity for retail brands to treat every customer as a high-value customer. This will be especially important as shoppers redefine their buying routines, proactively or consciously splitting their journeys between online sites and brick-and-mortar moving forward. At the end of the day though, they're going to choose where to shop based on how personalized the service is.

With clienteling core to your sales and service approach, your store associates can help bring the joy back to the shopping experience. Having a holistic view of data from your POS to your CRM to your website will drive brand loyalty and importantly, a lifetime of sales.

Key Benefits

- **Increase average transaction value**
- **Grow average annual spend**
- **Develop one-to-one relationships**
- **Drive brand evangelism**
- **Provide personalized service**
- **Uncover customer insights**
- **Improve outreach efficiency**
- **Maximize associate productivity**

Why NewStore?

We paint a complete picture of the customer, using global omnichannel data about the shopper to guide each brand interaction. Combine a robust customer profile and shopper activity with rich product data, and you can match customers to products whether they're in the store or out. Our clienteling solution creates a joyful experience for the customer *and* the associate.

NewStore Clienteling

NewStore clienteling makes it easy for store associates to foster one-to-one connections with their customers. With the easy-to-use NewStore Associate and NewStore Fulfillment & Inventory apps, store teams have the tools and insights to ensure highly relevant and personal interactions anywhere the customer may be.

- **Omnichannel Data**

Make global omnichannel data available to associates in easy-to-use iPhone apps for in-store engagement or outreach.

- **Rich Product Information**

Empower associates to effectively sell by supplying them with access to real-time inventory availability and robust product details.

- **Omnichannel Insights**

Gain strategic insight into and monitor key KPIs for clienteling activity to incentivize store managers and associates.

Empowered Associates

The retail store associate role and the industry have evolved in parallel in recent years. Despite the introduction of technology into the customer experience, the associate's position as a brand ambassador has never been more important. Clienteling will unleash the true value of store associates, empowering them to build long-lasting and profitable customer relationships. A key measure of success in omnichannel retail.

- **Cross-Sell and Upsell**

When guided by customer data, your associates can effectively make recommendations based on each buyer's preferences and past purchases. Remove the random nature of selling; instead, identify outfit building opportunities or suggest new arrivals based on what the customer already owns and loves. The result will be a better customer experience that also gets customers to spend more.

- **Marketing**

Those customers who have given you their information want to be marketed to on a one-to-one level. With rich customer and product data at their fingertips, associates can do just that by conducting outreach that is relevant to each customer — or a segment of customers. This includes everything from delivering unique promotion codes and discounts to inviting them to an upcoming VIP event. The act of selling becomes a more intimate, trust-based process.

- **Remote Selling**

Clienteling doesn't only happen in-store. The omnichannel store associate needs to be able to easily shift between selling in-store, selling from home, and supporting customer service agents online. When clienteling data is available on iPhone apps that can be accessed from anywhere, it makes it easy for associates to guide the shopper wherever they are in their path to purchase.

Feature Highlights

Customer Outreach

- Communicate via email, SMS or phone with the customer directly from the app
- Attach products from the catalog or use the iPhone camera to send pictures in outreach
- Maintain a “Black Book” list of the most valuable customers

Personalized Recommendations

- Access omnichannel customer information such as shopping history, preferences, and configurable custom attributes
- Add personal anecdotes and notes to customer profiles to help guide interactions
- Use merchandised or AI-generated recommendations for cross-selling and upselling

Sell Anywhere

- Leverage NewStore Checkout for easy purchase and payment anywhere
- Build and send checkout-ready carts to customers to complete outside the store
- Enable associate to access and sell inventory from across the enterprise
- Let customers book appointments for in-store try-on and pick-up directly with associates

Employee Incentives

- Give associates and managers a complete view of clienteling activity and results
- Split sales attribution between multiple associates and/or stores
- Attribute sales to clienteling outreach using custom attribution rules

CRM Friendly

- Integrate with CRM systems to enrich customer profiles and drive clienteling activity
- Import customer segments curated in CRM to support outreach efforts
- Assign engagement tasks to managers and associates

Monitor & Measure

- Create campaigns with specific goals and reward associates for achievements
- See real-time updates on your most important KPIs in a configurable dashboard