



Hive Café – “Clienteling” led by Bruce Weldyn

“This conversation on clienteling is critical because there is nothing more important today than client development. I want to identify the tools and resources I need as a brand to develop a client base who may not come into the store. This conversation has taken on an entirely new meaning in 90 days as we need to find ways to build business with no traffic. It is suddenly ALL about clienteling, outreach and trying to connect in a human way without physically seeing someone.”

TOP TIPS AND GOLDEN NUGGETS OF INSIGHT:

- ▶ We all need to find ways to put better control into the campaign to sell certain product to certain individuals
- ▶ You can find magic in your store teams and the relationships they have with clients
- ▶ To create a clienteling strategy you need to understand:
 - Who are your clients? (Present / Prospect) (per sq/ft as well as per sq/m eg: business owners who become ambassadors (hairdressers, interior designers, personal trainers, restaurant owners))
 - What are you doing to engage them individually?
Why do you think they are loyal to your brand?
 - When do you expect to see them next?
 - When do you plan to engage them next and with what frequency?
 - Where will the client go if they leave your brand?
- ▶ Hand-written notes are more elevated than emails and texts; consider gifts (eg coffee table books) = conversational advertising for brand and individuals (sales associates). Customers will become ambassadors. Handwritten notes give a luxury experience, even for urban millennial customers.
- ▶ Segment your clients / prospects: nb Fatigued clients need to go back into the group with prospects
- ▶ “Try to say yes and solve it”
- ▶ Many businesses rely on clienteling exclusively. If you don’t clientele, you leave extra business on the table
- ▶ Your sales teams are also your clients. How do you engage your sales teams so they engage your clients (respect, inspiration, consistency) in the best way? An app can help here and be a game changer
- ▶ Stages of the client path: conversion, connection, retention
- ▶ Music is an integral part of the client experience
- ▶ “First 5, last 5” – increases conversion and frequency of visit
- ▶ Follow up is important for retention – connect x3 in first 2 weeks
- ▶ Customer > Client > Friend

CLIENTELING APPS:

- ▶ WHO: which clienteling app will help you improve that clienteling effort? Who can serve your individual business needs best?
- ▶ WHAT: how do you expect your revenue to grow?
- ▶ BENEFITS:
 - Clienteling Apps give you a network, keeping you in contact with customers in a way you would otherwise not have.
 - Apps provide momentum to keep connections with people strong and building.
 - App acts as a clienteling life-coach for individual sales giving an outline and template for clienteling that is more consistent and broadens their reach

- App provides accountability for management to see what each individual is doing
- If we took money we spend on mailers and catalogues and put it into the budget for a clienteling app our revenues would increase. Plus more sustainable than direct mail catalogues
- ▶ FUNCTIONALITY AND SELECTION CRITERIA looked for when selecting a clienteling app. The right choice depends on needs and size of organisation:
 - Do you want low cost, low touch interface with a pilot brand?
 - Ease of integration
 - Cost
 - Texting and Messaging tools
 - Purchase history – Great way to learn a lot about someone in a quick amount of time with technology. Also associate can see what they have in their wardrobe. Identify algorithms in purchase history you may otherwise have missed.
 - Offers facility for Reserve-Online-Pick-Up-From-Store, offered by some apps are wildly successful. Changes the intent when customer arrives at the store. Increasing revenues.
 - Does the provide offer support with adoption and implementation from employee side? Are there training programs provided on “clienteling best practices” to take sale people up to speed and help educating senior management. (NB If sales people don’t fully adopt the technology it falls flat.)
- ▶ A lot of apps that can add a lot of value. “There is no market leader in this space, though there are a number of players”:

TOOL	Recommended for	Areas for improvement	Notes
Tulip	<ul style="list-style-type: none"> - Texting tool an advantage (sales people don’t have to use personal phones) - Jewellery box function (wardrobe) – see all transactions with style numbers and SKUs which also convert to a photo image. So client and associate can see all the customers’ purchase history. 		
Hero	<ul style="list-style-type: none"> - Integrates data from store and online with clienteling functions 		
Salesfloor	<ul style="list-style-type: none"> - Offers a 3 month program of weekly training for sales team to embed - Has web integration, chat functions and mobile, more traditional clienteling. - Can see purchases from everywhere (location, channel) - Great for: <ol style="list-style-type: none"> 1- new client acquisition 2- in the moment chat 3- creating tasks / reminders to follow up 	Sales associates have to use their own device	
Clientelier			
Proximity Insight	<ul style="list-style-type: none"> - Automates 2-2-2 (2 days, 2 weeks, 2 months) – clienteling rule 		
Becoco	Work with stylists and make virtual look books and tear sheet for clients, getting smarter through AI.		At NY fashion tech lab
Luxlock	<ul style="list-style-type: none"> - Can replace Hero, Tulip, Salesfloor, all in one, easy integration - Includes chat function - Makes it a seamless process but also has a wardrobing function 		

This is not a definitive list of clienteling tools, just those that were mentioned during this particular conversation.