

Retail is Changing

– A Shift from Products to Relationships



81%

of consumers are more likely to give a retailer repeat business after receiving good customer service.

75%

of customers are more likely to purchase from a retailer who knows their name.

Average increase in spend by consumers at a retailer that provides good customer service is

9%

What is Clienteling?

A technique used by retail sales associates to establish long-term relationships with key customers.

Why Clienteling Matters

Acquiring a new customer is anywhere between

5 to 25x

more expensive than retaining an existing one.

Conversion rates on existing customers are more than

2x

than those of new customers.

79% of customers will only engage with personalized offers.

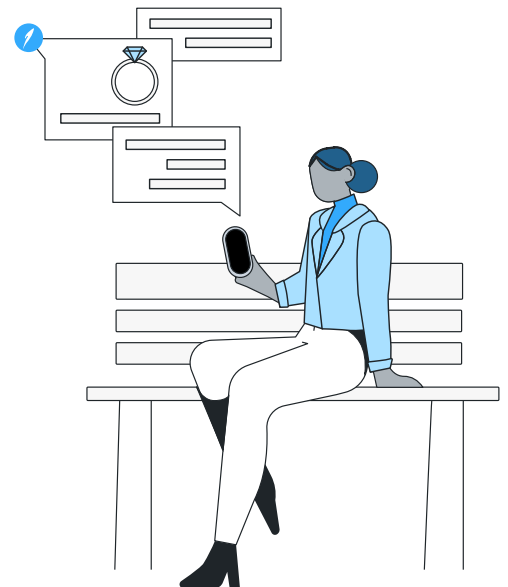
71% of customers spend more in person vs. online.

Increasing customer retention rates by

5%

increases profits by

25%.



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Why isn't Clienteling done Consistently?

Sales Associates

1. Impossible to scale
2. Giving out personal information
3. Time consuming and difficult

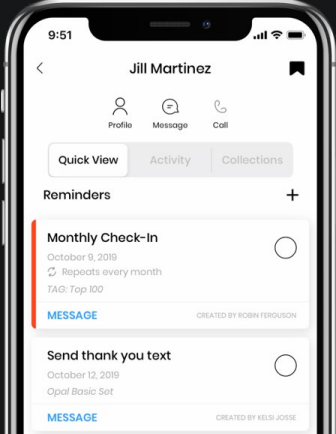
Sales Managers

1. Struggle to manage process
2. No data security
3. Lack of visibility

Clienteling Activities

– How Many are You Doing?

- Birthday reach-outs
- Anniversary ideas
- Service reminders
- Weekly sales opportunity follow-ups
- 6 month clean-and-checks
- Spouse birthday
- New inventory
- Wishlist items on sale
- Child birthday
- Graduation event
- Holidays
- Review request
- Post-sale thank you
- General check-in
- In-store visit follow-up
- Special update follow-up
- Store event reach-out
- Item complete alert



To learn more about clienteling and see what Clientbook can do for your retail store(s) schedule a personalized demo and find out by visiting **clientbook.com**