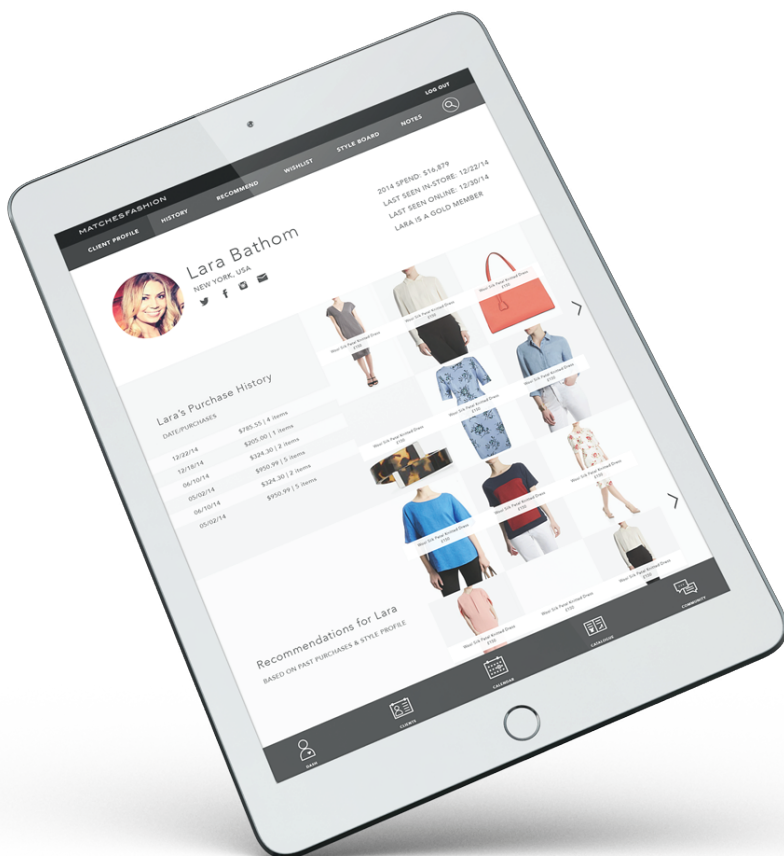


SALES ASSOCIATES ARE THE KEY TO CONVERSATIONAL COMMERCE.

If retailers don't want to fall behind, they must embrace personalised communication.

PROXIMITY INSIGHT HELPS YOU ANSWER THE QUESTION:

What is the most powerful kind of personalisation a retailer can deliver?



Personalised communication can take many forms - everything from a digital clustering algorithm picking the product it thinks a customer has missed in her shopping journey and sending her a pic, to real conversational commerce with a sales associate texting, "Hey, it was great to see you last week, those new Valentino flats just arrived and look amazing. Let me know if you want to hold on to a pair for you..."

For highly engaged customers, we've shown conversational communication driven by Sales Associates is up to 20 TIMES MORE EFFECTIVE than algorithm driven messaging.

While utilising more resources, there is nevertheless a lot of value to be captured for brands who get the combination of the two just right. The most powerful examples of personalisation will never be robotic; personal conversations and relationship building will always be most important.

But that doesn't mean an unsystematic approach. Proximity Insight has shown that you can systemise Sales Associate-driven conversational commerce to dramatically increase sales.

WHAT ARE THE KEYS?

TO THE BEST CONVERSATION?

Customer Discovery

Customer communication is the most important part of a Sales Associate's job, and in turn identifying the priorities of the luxury shopper is the most important part of this discovery process. From the outset, this means identifying which of your clients requires and responds well to personalised contact. For example - who is going to shop if I send them a personalised email, and what might that transaction be worth to the brand? In short - simple, targeted and customised outreach can convert a huge amount of low hanging ROI into sales.

Proximity Insight has prioritised customer discovery as the highest level of importance in our design philosophy.

Our features are data-driven to produce efficiency, yet still engaging and intuitive – meaning Sales Associates will love to use them in their customer relations.

Effective discovery results in highly engaged customers who feel loved and understood and ultimately spend more with the brand.

TO INCREASING CUSTOMER LIFETIME SPEND?

Personalised Communication

Shoppers receiving personal communication from a Sales Associate on average spend 20% more than customers that only receive marketing automation communications. This is a large increase in spend that can be achieved simply by utilising your Sales Associates time more effectively with customer follow up.

More impact can be made by systemising the personalised outreach initiatives, this increases the amount of customers who feel the personal touch. Proximity Insight have seen improvements of 5 times as many people being contacted with the same amount of effort as other personalisation systems meaning...

5 TIMES MORE CUSTOMERS can be brought along the personalised journey.



WHAT ARE THE KEYS?

TO INCREASING AVERAGE TRANSACTION SIZE?

Engaged Associates

Being able to provide personalised service, tailored to individual tastes, is integral to improving a brand's average transaction size. Sales Associates can seamlessly educate customers about new products, limited run items, select events, related items and brands, and any other news that appeals on a personal level.

In addition, layering in detail around a customer's purchase patterns and history, as well as personal reference points, provides a rich tapestry of information to engender the most conducive shopping relationships.

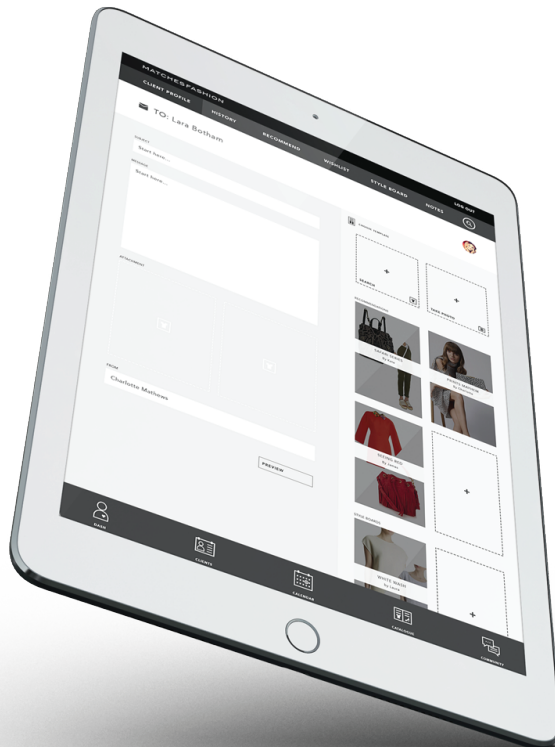
We've seen that despite the abundance of readily available product and brand information online, customers are actively seeking out a tailored and personalised level of service that cuts through the noise; delivering a more satisfying shopping experience and in turn leading to greater transaction sizes.

TO IMPROVED BRAND LOYALTY?

Customer Belonging

The personal shopper experience enabled by clienteling inspires brand loyalty across the entire customer base. Previously reserved for only the top customer, now Associates will have the available tools to provide this same level of service no matter who the customer is, no matter where they are, and no matter who they are being assisted by.

Loyalty creates propensity to repeat purchases and for an extended lifecycle. If a customer feels at home with your brand, they will lean towards expanding that relationship over other alternatives.





THE **STORE APP** THAT SALES ASSOCIATES LOVE

MATCHESFASHION.COM

CASE STUDY

MatchesFashion.com is a model for modern retail operations with 25 years' experience in luxury fashion, shipping to over 170 countries, and providing 24/7 advice through their dedicated fashion-concierge team, MyStylist.

The experience extends online, in London stores, and at No.23, their private-shopping townhouse. They carry an edit of over 400 established and emerging designers from Saint Laurent, Balenciaga, Chloé and Isabel Marant to Gucci, Dolce & Gabbana, Stella McCartney and Max Mara. **Now they have rolled out with Proximity Insight across all locations.**

MatchesFashion.com are experts at using data to create superior shopping experiences. Now they've launched Proximity Insight's Dynamic Clienteling to unlock true omni-channel customer intelligence in-store.

Key features for MatchesFashion.com are the sophisticated client emailing tool that utilises both the client list and product catalogue, and community chatter that coordinates customer service requests from different business channels.

WHAT PROXIMITY INSIGHT MEANS TO MATCHESFASHION:

"Proximity Insight have delivered an app that changes the way we service our customers. Delivering real time data to the shop floor, sales assistants can now have a holistic and comprehensive view of customers buying behaviors, wishlists and interactions with other areas of the business."

Everyone knows data is king, but Proximity Insight enable retail to easily harness the data that has been collected exactly when it is needed most.

Additionally, Proximity Insight have changed the way sales assistants communicate with their customers - allowing for emails that are personal in content, but remain on brand - driving increased levels of retention and loyalty. An absolute game-changer in clienteling.

OUR PERFORMANCE in-store:



6 MONTHS



6 STORES



ATTRIBUTED SALES