

Large Diamond and Speciality Jeweler Uses SUMO to Improve Customer Engagement



Creating a Better Customer Experience

The largest specialty jeweler in the US, UK, and Canada, wanted to find a competitive edge to expand their customer base and increase revenue at two of their key retail brands. The jeweler's goal was to increase revenue to carry the businesses through the daily sales cycles and boost sales for the upcoming holiday season.

Jewelry consultants use iPads on the sales floor to access to stock availability by location, product information, and client profiles. Beyond the iPads however, service was still fairly traditional and highly manual.

Customers receive a complimentary warranty with many purchases. The warranty's validity is maintained by bringing the jewelry in for regular cleaning and inspection. The consultant's only means of scheduling clients for this service was via phone. Appointment setting, appointment rescheduling and special occasion reminders were also solely by phone.

Technology Geared to the Customer

The Director of Multi-Channel chose SUMO to integrate with their custom Salesforce clienteling application. The company wanted to assure a seamless integration with their application. SUMO, a Salesforce-native software, met the requirement.

SUMO implemented several features to support the company's customer engagement and service goals.

Some of these features include reminders and self-scheduling to decrease no-shows and time spent calling clients. A 3-way reminder engine sends client reminders via email and self-scheduling buttons embedded on their websites lets customers schedule at their convenience.

SUMO also implemented load balancing so appointments would be distributed evenly and fairly.



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Improved Internal & Externally Processes

SUMO has streamlined the retailer's process at its key brands for the customer to connect with a knowledgeable jewelry consultant and book services.

Customers can now make an appointment from the websites for a location, 24/7, from any device.

Consultants are now focused on selling and improving customer service while developing their client base.

An equally valuable feature for the retail jeweler is SUMO's customizable analytics tool. Management teams now have a more effective way to analyze the businesses with insightful data like appointment volumes and quota fulfillment by branch.

The Numbers

20,000+

sales consultants are using SUMO to drive traffic and revenue.

2,000

store locations offering the customer conveniences that SUMO provides.

