

# Digital Clienteling



## Drive store traffic by engaging customers beyond the store

With customers migrating online, retailers need to give them more reasons to come back into stores and provide a more personalised service when they do.

We believe the answer is digital clienteling. This means engaging customers outside of the store, knowing what they have bought, delighting them with new ideas and inspiring them with "personal shopper" style service.

To achieve this, itim has developed a fully integrated consumer app that allows your customers to engage more closely with your brand, receive curated ranges and have a digital dialogue with store associates.

It offers new ways of starting conversations which:

- drive additional store visits
- increase average transaction size
- improve brand loyalty and share of spend from existing customers

### Target your VIPs to double profits

In our experience, retailers are finding that about 10% of customers account for 40% of their sales. We call these VIPs.

We have developed a financial model that shows how getting VIPs to shop one more time a year can double your profits.

So it is vital for retailers to actively sell to their VIP customers, showing them how important they are and rewarding their loyalty.

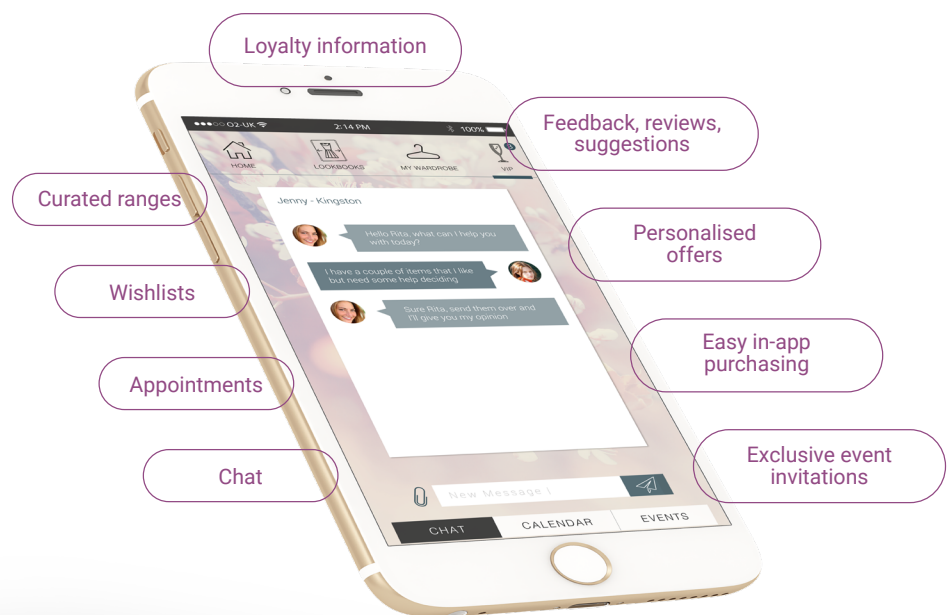


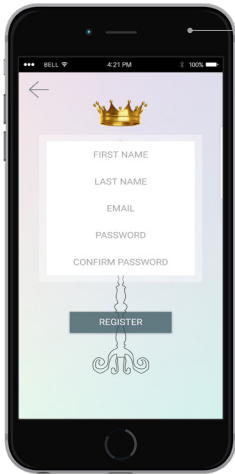
### Digitising the "little black book"

In the past, retailers knew their most valuable customers personally and their loyalty was reciprocated.

Many regular shoppers are still reached out to through loyalty programmes, but today's loyalty schemes are effectively just financial incentives.

At itim, we want to bring true loyalty back, which can only be achieved through engagement. Our Digital Clienteling app offers new ways to start conversations which result in store visits and purchases and encourage loyalty.





### Customer engagement app

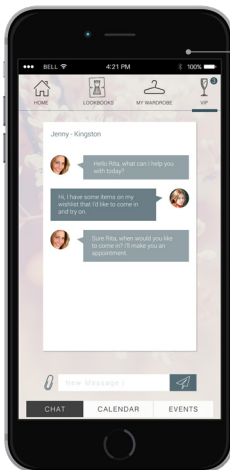
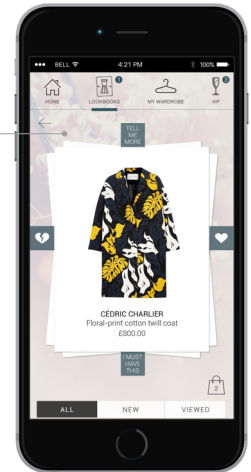
Invite customers to download a branded app where they can immediately:

- see all their historic purchases
- access loyalty information
- manage preferences
- receive “look books” tailored to them
- create wish lists and make purchases
- make appointments and chat with their assigned store associate



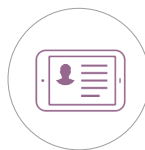
### Curated range and personalised content

Compile and send curated ranges to create a more personalised customer experience that increases engagement and drives sales. Merchandisers can push “look books” out to target customers’ devices and capture likes/dislikes to further refine personalisation.



### Personal shopper experience

Assign customers to a personal shopper in a store near them. Customers can chat with their personal shopper, make appointments to try items in store and receive tailored recommendations.



### In-store view

With a single customer view and digital clienteling apps available to store staff on tablets, they have access to the same information about a customer. Tools allow them to easily chat, manage appointments, send event invitations and provide a far more personalised level of service.



Our mission is to help retailers optimise their operations and excel in today's world of digitally-powered, customer-centric retailing.

- Retail industry specialists
- 65+ customers in ten countries
- 20+ years of retail pedigree
- Flexible solutions for Tier 1/2/3 retailers
- Growing international presence
- Team of retail, technology and business experts

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