CLIENTELING

Powering the customer experience for the world's best retailers

Tulip systematizes and automates the clienteling process so retailers can create authentic, seamless and consistent customer experiences.

Get to know your customers and create high-touch personal experiences

### Blackbook or client book management

Replace binders and sticky notes with a sophisticated digital blackbook app that lets store associates keep track of appointments, reminders, and VIP information all in one place.

360-degree customer profiles

Get to know your customers with 360-degree profiles that track customers across channels and locations with details including qualitative preferences (like colors or fit), past purchases, website wish lists and more.

Microsegment your audiences

Target the right customers every time with advanced preference filters that let you sort and group customers based on what they buy, like, or almost anything else you can dream up.
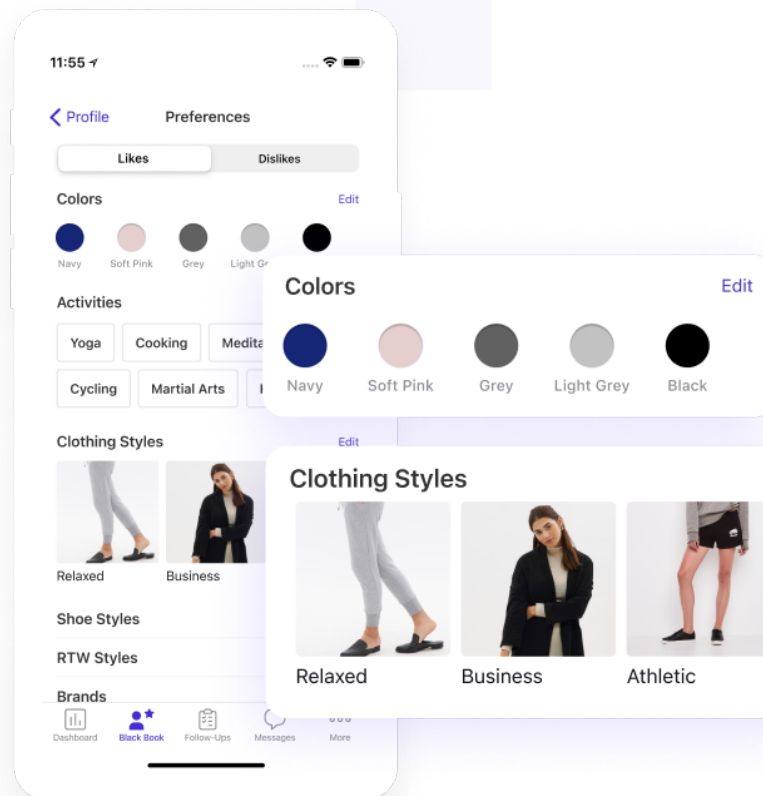
Trusted by the best

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Go above and beyond to guide customers through an omnichannel journey

Individualized follow ups

Personalized outreach through Tulip converts 70% better than generic corporate blasts. Communication templates and preference-based filters make it easy for associates to share the right news with the right customers.

Integrated Omnichannel communication

Communicate with your customers using email, SMS, WeChat, WhatsApp, or even video call—and keep records of all conversations attached to the customer profile.

Bring customers into store with appointments

Customers don't wait to stand around and wait when they need help. Tulip lets them pre-book appointments so that whether they're looking to try on event dresses or get paint mixed, the right associate is ready.
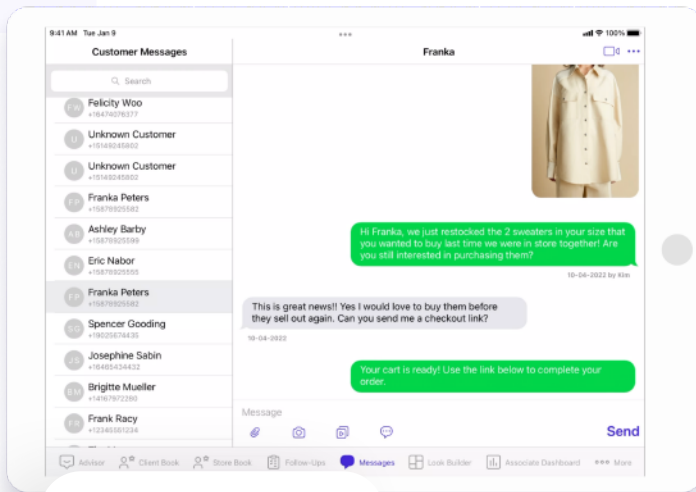
55%
Increase in clienteling conversion rate *

Maximize associate productivity and consistency
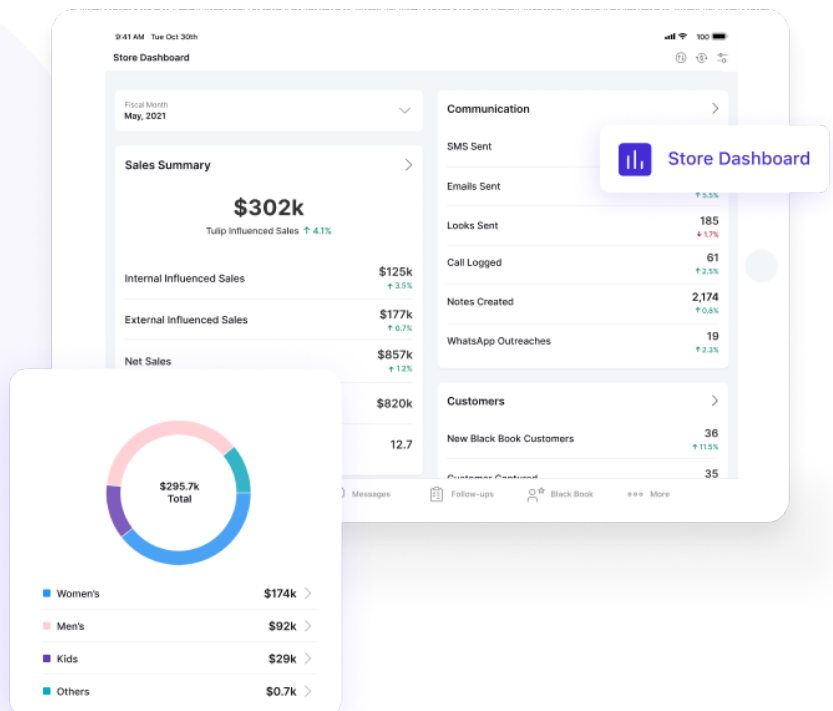
Automated associate task list

Onboard new hires and scale efficiently by providing each associate with an automated list of tasks and follow-ups to promote engagement with their clients, maintain brand consistency, and increase sales.

Flexible sales attribution

Incentivize store associates to engage with customers and create a seamless omnichannel customer experience with flexible sales attribution models that span online and in-store.

Dashboards

Give associates access to a simple dashboard that lets them track performance against their KPIs and give managers more in-depth insights across the whole store.

Visit tulip.com to learn more.