

## CASE STUDY

# How Tulip helped an international menswear retailer offer its customers a personalized shopping experience



Boggi Milano is an Italian menswear retailer with 190 stores in 38 countries. The brand offered an omnichannel retail experience, but the pandemic pushed its need to evolve and adopt a more personalized approach to retailing. That meant implementing a clienteling solution that would automate processes and create more seamless, consistent customer experiences to help build stronger relationships and brand loyalty.

### A SOLUTION TO LEVERAGE OMNICHANNEL CUSTOMER INSIGHTS

Boggi Milano partnered with Tulip to introduce an integrated Clienteling solution. It gives Boggi Milano store associates a 360-degree view of their customers' order history and personal preferences, and it provides them with all the tools they need to be proactive about outreach and personalized customer communications.

Boggi Milano store associates now have more visibility and control over sales. They're monitoring customer buying habits, sending tailor-made proposals, and nurturing their customers' ongoing relationship with the brand.

Store associates are maintaining connections with a large number of customers while offering enhanced services at the same time.

### CLIENTELING OPENED THE DOORS TO PERSONALIZATION AND GROWTH

The implementation is working. The percentage of sales influenced by Tulip is growing significantly and in the last survey, nine months after launch, sales had grown 27%.

Personalization has had a positive impact on Boggi Milano's customer experience. Store associates now have intuitive, easy-to-use tools at their fingertips to help them maintain



Now that store associates have the means to send personalized communications and share images of products, customer engagement is more intimate and much more effective. Clienteling is easy and immediate, and it's helping create stronger customer relationships.



**ANTONIO RUSSO**  
BOGGI MILANO RETAIL OPERATIONS ITALY

and build connections remotely, even when stores are closed. Customers are recognizing and appreciating the company's investment and this is helping to strengthen customer relationships.

### TULIP'S CLIENTELING SOLUTION HAS EVEN GENERATED NEW BEST PRACTICES

Store associates are now able to remain connected to customers through email and instant messaging. They're able to send personalized customer communications that are resulting in phone calls, orders and appointment booking requests.

Boggi Milano has improved the shopping experience and created more meaningful relationships with its customers. Store associates can now follow up, ensuring customer satisfaction while strengthening engagement with the brand. They can provide high-level service with a personalized sales approach based on the needs of the customer.

**To learn more about how Tulip can help your store associates deliver enhanced customer experiences, [contact us](#) for a demo.**